



INDIAN STAFFING FEDERATION

Webinar Report

How to Manage Client Acquisition Challenges Post Pandemic ?

23rd Sep, 2021

ABOUT THE WEBINAR

Even as the world rebounds from disruptions caused by the COVID-19 pandemic, staffing companies are finding it's more challenging than ever to ensure their existing clients businesses run smoothly while also courting potential new customers. There's a growing need for Staffing companies (SME/MSME) to rethink their approach to customer acquisition as this industry has gone through a major slowdown of business and asking for a revamped approach strategy.

Through this webinar, ISF has attempted to highlight some of the ways which a staffing company can bring into practice for controlling the same. The session was **Held on 23rd September, 2021; from 1500 hrs to 1600 hrs.**

The webinar witnessed 48, registrations and 92 participants from multiple organizations and were extremely satisfied with the content and topics covered. The participants were from all the departments of the organizations primarily CEO's, HR Heads, Sr. management, founders, directors, VP's , etc.

Session Speakers –



R.P Yadav - Board Member, Indian Staffing Federation ; (Chairman & MD – Genius Consultant)

Mr.R.P Yadav is a B.Sc from Calcutta University; MBA (Marketing) from IISWBM, Kolkata and MIMA, Lead Auditor for ISO-9001:2000 from London, IRCA. He has a vast experience of 16 years in reputed Companies like Johnson and Johnson, Jai Engineering Limited, HCL, Business Forms Limited. He has handled portfolios for Sales & Marketing and has been positioned as General Manager & Profit Centre Head in these companies. Mr.Yadav is the founder of Genius Consultants Ltd and is currently engaged at the capacity of Chairman & Managing Director of the Company. Mr. Yadav has been Ex- Chairman of Indian Society for Training & Development (ISTD) Kolkata Chapter and also been an Ex – Chairman of Executive Recruiters Association (ERA)... [Read More](#)



Somnath Banerjee - Board Member, Indian Staffing Federation ; (Director - Orion Corporate)

Somnath Banerjee is the founder member of Orion Corporate Alliance Private Limited and has an overall experience of 20 years in Staffing and Skill development. During this journey, he has picked up lot of start up business projects and took those to great heights in terms of revenue as well as profitability. He is acclaimed by the industry for his leadership qualities, strategic planning and business clarity. Somnath is applauded for his body of work and has been recognized and awarded by CII, ASSOCHAM, Times group and Walmart... [Read More](#)



Subramaniam Arumugam - Member, ISF; (Co-Founder Cum Executive Director – 3 Point Human Capital Pvt. Ltd.)

Twenty year plus experience in HR. Head Of Human Resources with a successful track record of delivery in FMCG, FMCD, Telecom and Technology industry domain with exposure to Consulting, BFSI, IT, EPC and E-Commerce domain. Headed HR for two companies and 3 large SBU's. Experience in M&A, Start-up and driving large scale organization transformation. Run Global in house HR BPO for \$10 Billion + organization. Seasoned IR professional having successfully signed 5 LTS and designing/implementing VRS with leading trade unions across India. Have experience in led HR teams in Africa, UAE, Qatar, Singapore, Malaysia, Srilanka and Bangladesh. Successfully led large HR team and largest being 80 member team. [Read More](#)

Session Chair –



Pramod Pachisia Board Member, Indian Staffing Federation ; (COO - 2COMS Consulting Pvt.)

I am the COO of 2COMS Group and looks after overall operations of the Group. Service delivery optimization and enabling new innovations in the ecosystem are key tasks that I am undertaking this year at 2COMS. Over the years I have played numerous roles within 2COMS Group and outside in associations and social organizations. As a co-founder have been involved in the journey on 2COMS for the last 26 years and have grown the organization into an integrated Human Supply Chain Management firm with offices in over 10 states. 2COMS is a Pan India provider Recruitment, Staffing, Skill development and livelihood creation. 2COMS group has an employee strength of 600, and an Associate Strength of 3500 and manages 10000 + apprentice for its clients and does provide approximately 15000 skilled professionals to organization every year from its 20+ skill development centers across the country. ... [Read More](#)

Important Questions discussed during webinar

- How do we handle Situations of Funding, more requests now on Funding
- Client Preferring Bigger Brands, or Organization which have Multiple Branches
- Rebadging and Transfer Business is a Challenge, Clients wants more Hiring
- Hiring is the Key Point, where the Viability may not always be easy
- Face 2 Face - How to overcome that ?
- Digital Discipline specifically / Managing Customers
- Sourcing of BD itself is becoming a Challenge due to the change in Skill and Competition
- What should be the DNA of the New Gen BD and Lead Generation Strategy
- With MSP and MSA in places, should partners work with clients, if yes things to be careful about
- Client Trends moving toward Managed Service Models
- Key Points to train BD, and Specifically how should SME and MSME organizations go about the same
- Achievement Vs Reward (With Large accounts, where penetration may take time, how do you build Reward) post acquisition



INDIAN STAFFING FEDERATION

Interactive Webinar

How to Manage Client Acquisition Challenges Post Pandemic ?

23rd September 2021 | ⌚ 3:00 pm – 4:00 pm

Experts

Session Chair



R.P. Yadav

Board Member, ISF,
Chairman & MD –
Genius Consultants Limited



Somnath Banerjee

Board Member, ISF,
Director –
Orion Corporate Alliance Pvt. Ltd.



Subramaniam Arumugam

Member, ISF,
Co-Founder Cum ED –
3 Point Human Capital Pvt. Ltd.



Pramod Pachisia

Board Member, ISF,
COO –
2COMS Consulting Pvt. Ltd.

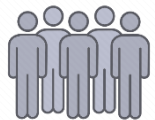
[Click Here to View Event Video](#)



ABOUT INDIAN STAFFING FEDERATION

Indian Staffing Federation is the apex body representing contract staffing companies, formed to provide a platform for recognized employment, work choice, social security and health benefits for the temporary workforce. Over 110+ members of the federation have generated employment for over 9 million employees over the last 10 years and currently employ over 1 million flexi staff annually.

Indian Staffing Federation has been formed with one common goal - Staffing India's Growth. The purpose of ISF is to enhance long-term growth of the staffing industry and to ensure its continued ability to make positive contributions to the economy and society. The principal focus of the Federation's activities is to strengthen triangular employment relationships, in which the staffing company is the employer of the temporary worker, who works under the supervision of the user company.



100+
Members



60,000+
Companies



Employed 9MN over
10 Yrs



Currently Employing
1.1 MN



Market Size
71,400 Cr*



Indian Staffing Federation

VOICE OF INDIAN STAFFING INDUSTRY