

# Q'bie Speaks



**Quess Employee Value Proposition (EVP)** 

**Because You Matter Campaign (BYM)** 

#### Introduction

Quess Corp is India's leading business services provider, offering technology enabled staffing and managed outsourcing services across processes such as sales & marketing, customer care, after sales service, back-office operations, manufacturing operations, facilities and security management, HR & F&A operations, IT & mobility services, etc to clients across India.

We are able to successfully deliver beyond our client's expectations, thanks to our army of committed Quessians who walk the extra mile to be the best they can be. One of the most important reasons for their commitment is the fact that Quess is built on values that ensure a fulfilling workplace experience. At Quess, we truly believe that our success lies in the happiness and fulfilment of our employees. In order to ensure this in a consistent manner, we ask for their feedback from time to time and we listen to what they have to say.

Our O.X.I Meter Survey conducted in 2021 threw up several insights. Based on the employee feedback, insights and analysis, we summed up our Employee Value Proposition – Literally developed 'By the Quessians, Of the Quessians and For the Quessians'.

The narrative that evolved crystalized with the acronym O.C.E.A.N, with each of the letters carrying their own unique explanation.

Q'bie, an endearing mascot was created to connect with Quessians and lead them through the communication.

In the following pages, we will detail the evolution of the EVP Campaign communication and the campaign the followed titled Because You Matter.

The OCEAN EVP Campaign was rolled out in October 2021, with a letter from the Group HR Head sharing an email to all Quessians. This was followed by a blitzkrieg of different collaterals – Standees, posters, emailers, EVP coffee mugs and diaries for new joinees, screen savers, HRMS Banners etc.

#### Email to Quessians from HR Group Head – Ruchi Ahluwalia





Hi Quessians

As most of you know, Quess Corp had conducted a survey among employees to gauge the pulse of our organisation. In the survey, we asked a few questions and you told us what you thought.

We analysed your feedback and summed up your answers in one word: OCEAN.

**O**pportunities in abundance

Champion

**E**ntrepreneurial

**A**gile

**N**urturing

Over the next few weeks, we will take you through how we have translated **OCEAN** into Quess Corp's Employee Value Proposition. You'll see how these characteristics are what make Quess a Great Place to Work for.

So, get ready for the exciting weeks ahead. We'll deep dive into the Quess **OCEAN** and explore the fascinating world that lies below the surface.

Stay safe, stay tuned in to happy2be@quesscorp.com

Cheers! Ruchi Ahluwalia Group HR Head





#### **Employee Value Proposition: An OCEAN of Opportunities**

## Opportunities in abundance:

Quess Corp offers an abundance of opportunities for your holistic growth. The range of services we deliver gives you the liberty to find your own special niche. Further, we are committed to providing you with an ideal ecosystem to explore, perform and become the best that you can be.

#### **Champion:**

We are front-runners in the industry because of YOU. You bring in the invaluable domain expertise, experience and customer focus that make Quess Corp the champion across a growing number of business verticals.

#### **Entrepreneurial:**

Our leaders empower you and believe in backing your entrepreneurial spirit. Quess is the ideal place for trailblazers and risk-takers, as you follow your gut and innovate solutions for today's dynamically changing environment in your own unique way.

#### Agile:

Agility is a part of Quess Corp's DNA and adaptability is a quality that is integral to all Quessians. In these times of changing business needs and shifting realities, we appreciate innovative thinkers who are capable of challenging the status quo and redefining existing business norms.

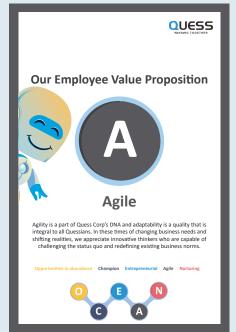
#### **Nurturing:**

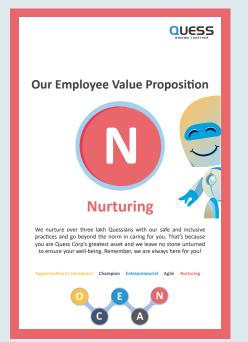
We nurture over three lakh Quessians with our safe and inclusive practices and go beyond the norm in caring for you. That's because you are Quess Corp's greatest asset and we leave no stone unturned to ensure your well-being. Remember, we are always here for you!







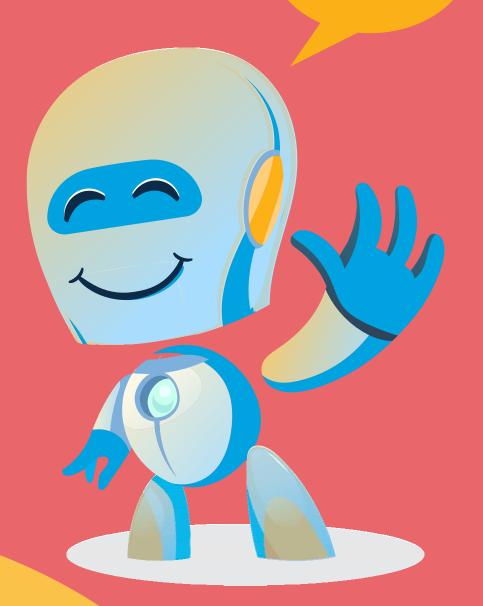




Q'bie, the Quess mascot is a Quessian like all of us.

He lives and loves the Quess values of Opportunities in abundance, Championship, Entrepreneurship, Agility & Speed and Nurturing.

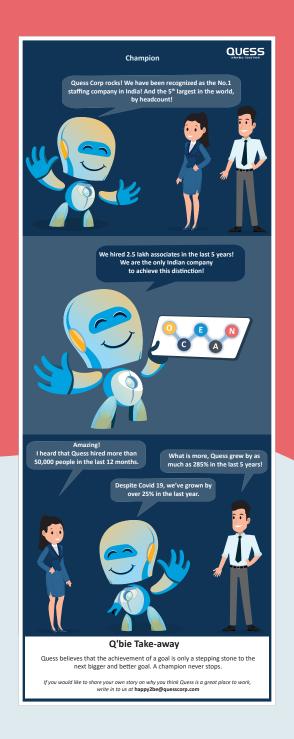
Hi'm Q'bie

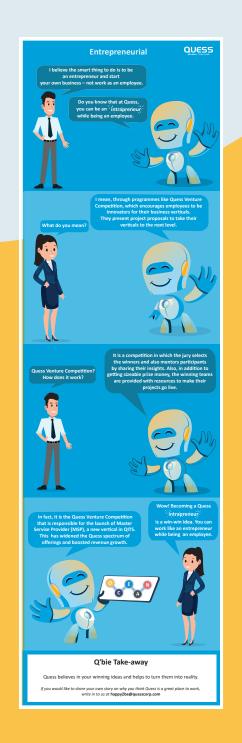


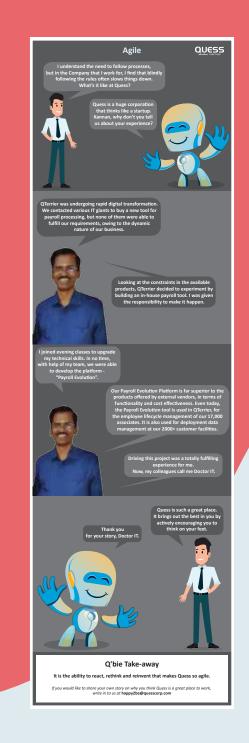
Page after page, Q'bie will take you through several examples the reflect how Quess walks the talk when it comes to creating a great place for Quessians to work. The creatives are excerpts from talks, emails and examples shared by the employees themselves.

The email id happy2b@Quesscorp.com was created for the sole purpose of employee engagement.



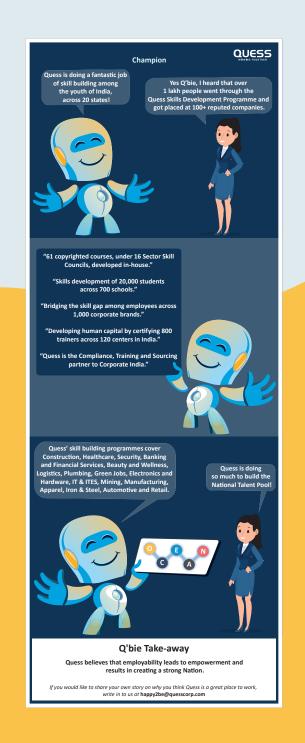








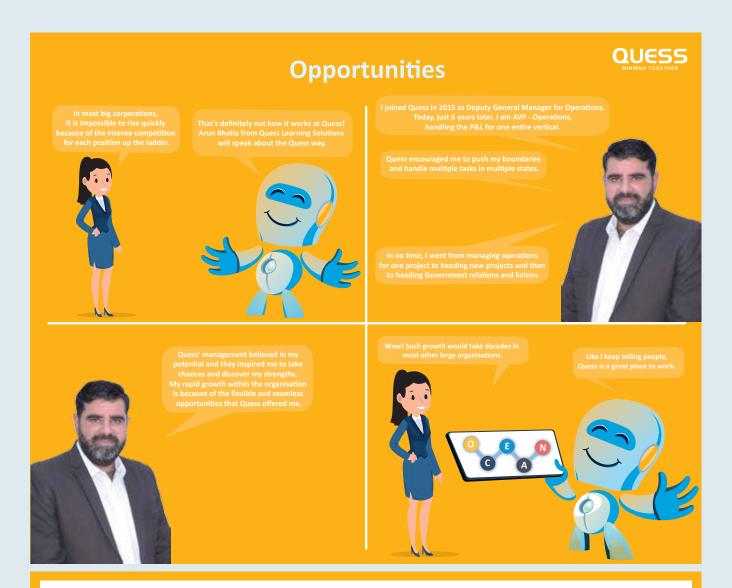




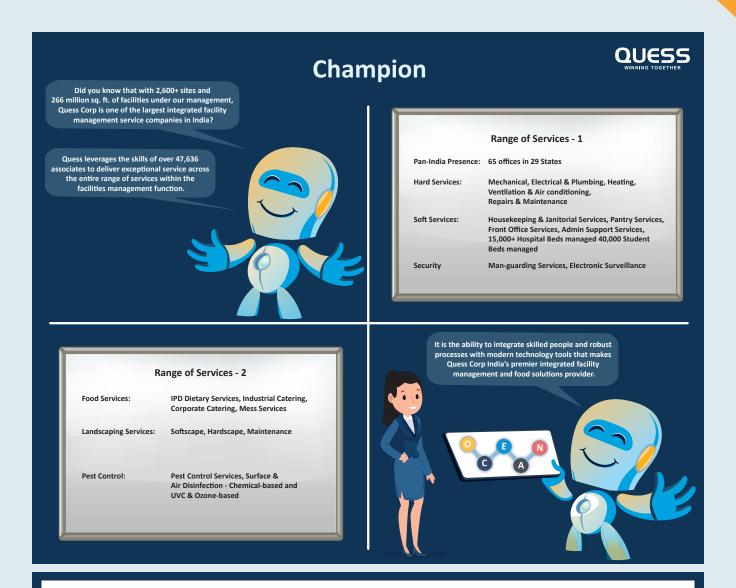




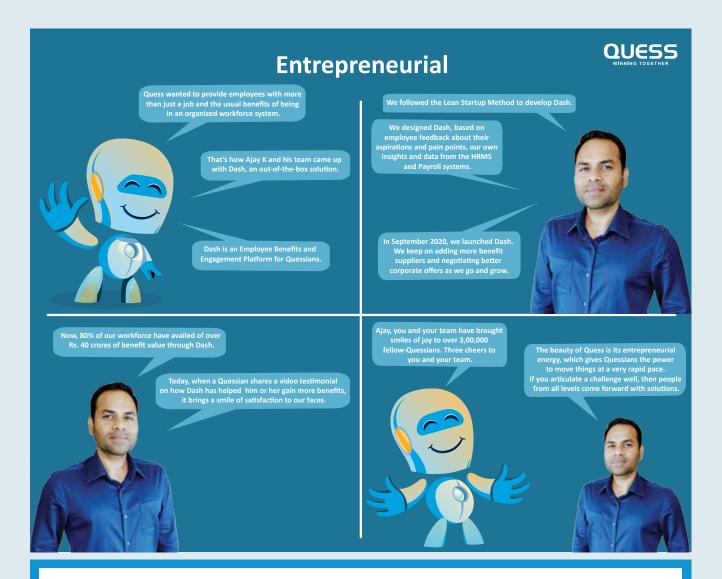




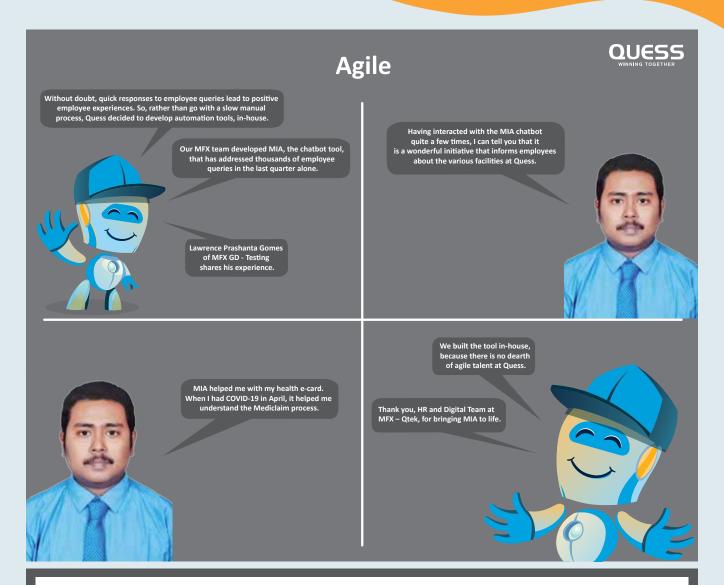
At Quess, the operative words are "I'm possible".



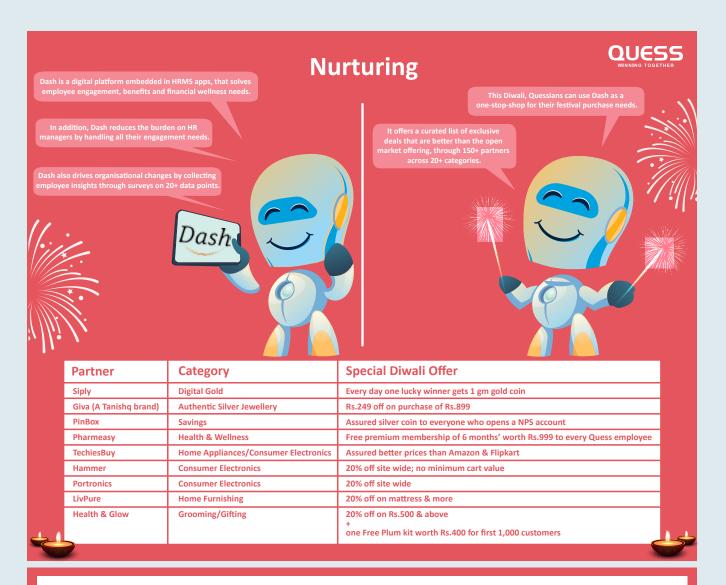
Quess' unmatched width and breadth of services catapults us to the top.



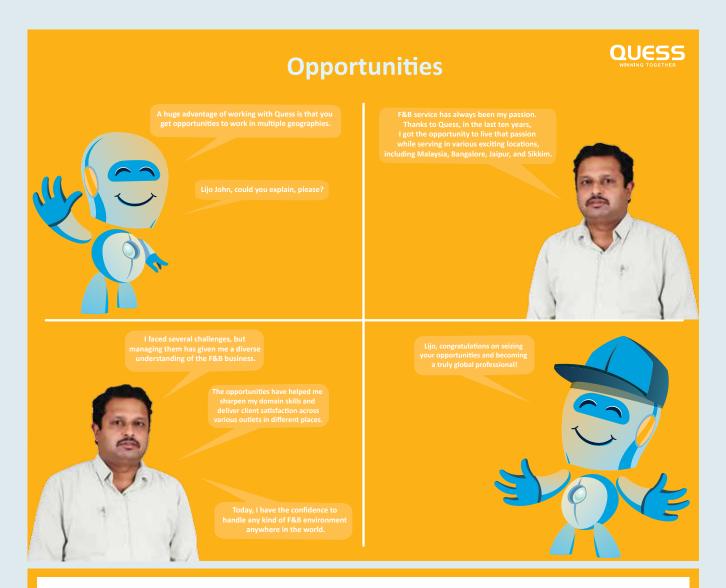
Quess believes in solving real-world problems for its employees.



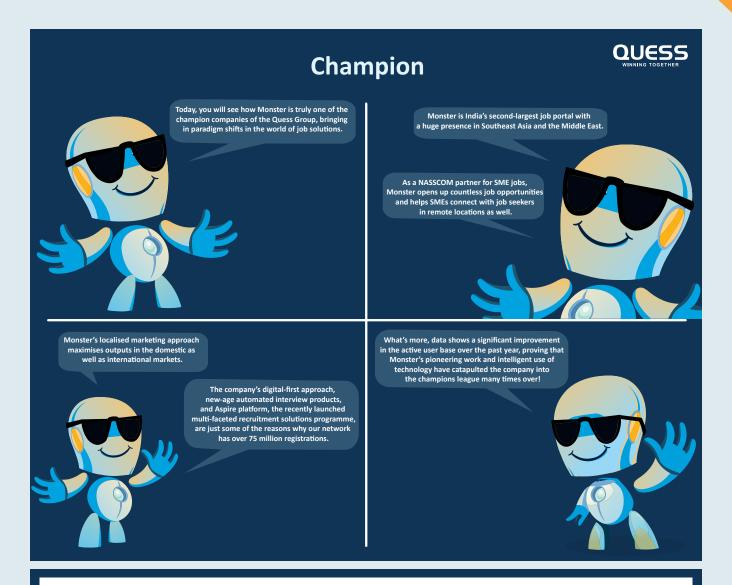
Quess' agile, built in-house tools answer queries related to salary, attendance/leave, allowances & reimbursement, insurance and PF/ESIC/Gratuity.



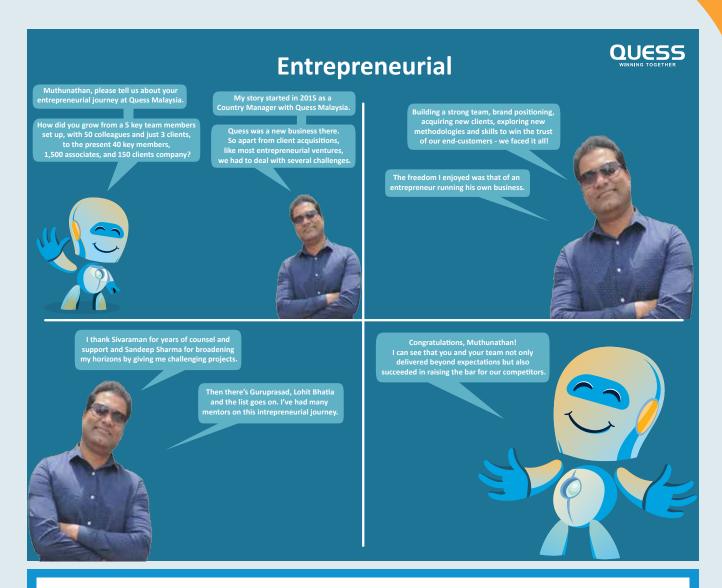
Remember, this Diwali, use the Dash Benefits Platform to get the best deals on top brands.



Every challenge contains the seeds for opportunity and growth within.



To be a great champion, compete with the best, but to be the greatest champion, compete with yourself.



The biggest of businesses started as nothing.

## **Agile**



We all know about the devastating second wave of Covid-19 and its impact on our lives. At Quess, we figured out that only agile and effective support could stall the wave.



So Quess took up a 7-day challenge to implement measures to break the chain of viral transmissions.

Our steps covered education and healthcare.

#### Education

- Formed a Quess Covid-19 task force with representations from HR, Admin, and Procurement
- 2. Developed a communication plan for COVID-19 awareness
- 3. Set up IT initiatives
- 4. Prepared and distributed Covid-19 treatment handbooks
- 5. Identified and trained Helpdesk Team with a script for uniform responses
- 6. Ensured emotional well-being through YourDost

#### Care

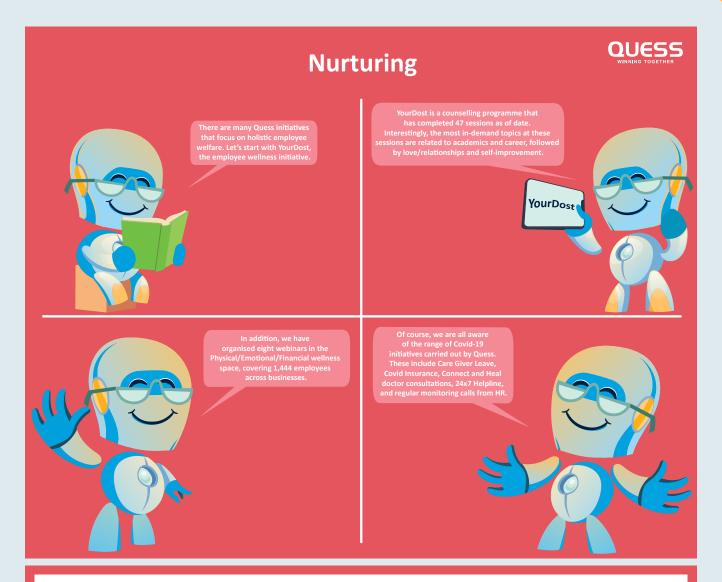
- 1. Launched Covid-19 vaccination drive
- 2. Provided 24/7 on-call doctor support
- 3. Enabled robust Connect & Heal support through WhatsApp
- 4. Introduced 24/7 Covid-19 Emergency and Critical Care Helpline
- 5. Organised oxygen concentrator support
- 6. Set up reimbursement process for quicker compensation and insurance benefits

Quess is always at the forefront to take quick steps when it comes to the health and well-being of its employees and their families.



#### Q'bie Take-away

Agility is the ability to adapt and respond to change.



At Quess, it is our responsibility to ensure your well-being – in body, mind, and spirit.

Because You Matter is a campaign that was rolled out from the same email id happy2b@Quesscorp.com. The campaign aimed at building awareness among Quessians, about the numerous initiatives that the organization takes, to ensure the physical, mental, professional and financial wellbeing of Quessians.





## **BECAUSE YOU MATTER!**

## Quess enhanced medical benefits for employees & family members.

- **DocOnline** 24/7 Unlimited free medical consultation with reputed doctors.
- **Easy Aspataal** Three Months Interest Free Medical Loan to employee and five dependents.
- Sahyog Job assured for next-of-kin of deceased employee.
- Covid 19 term policy + Group term insurance cover Min. Rs. 14 lakhs for family of deceased employee

## Quess celebrated a unique Learning Festival Week.

We touched **1,998 employees** through the Learning Festival Week and clocked a total of **1,738 hours** of learning, which included both, digital and instructor-led training sessions.

#### **Taking ownership of Personal Development**

- 1. Hot Skills through Fast Track Training
- 2. Leadership Connects Learning Roadmap Awareness
- 3. Employee Connects Learning Roadmap Awareness
- 4. Digital Learning
- 5. Digital Advocacy

**#IOWNMYDEVELOPMENT** 





**BECAUSE YOU MATTER!** 

## **BECAUSE YOU MATTER!**



## Quess developed DASH - an in-house, one-of-its kind, Online Marketplace for Quessians.

1. Dash is an employee benefits and wellness platform developed and designed by Quessians for Quessians.

2. Dash hosts **100+ leading brands** with specially curated corporate discounts for Quessians across **20+ categories** like - Learnings, Investments, Loans, Clothing, Electronics, Home Appliances etc.

3. 80% of Quessians visit Dash and register **15,000** enquiries on a monthly basis. **1.5 lakhs Quessians** visit Dash every month.

4. **45 Cr+ worth of benefits** have been availed through Dash by your colleagues.

5. Weekly engagement activities conducted by Dash have rewarded **500+ lucky winners** with various **gift prices** like bikes, mobile phones, gold/silver coins, laptops and Amazon gift vouchers.







- Quess partners with the Government to impart vocational training to rural youth.
   ~100 training centers across India.
- Skill development and vocational training to ~33,000 participants, including ~14,000 women.
- Digital employment channels for ~1.4 million.
- Launched 'QJobs', a vernacular blue-collar jobs discovery platform.



## Quess Talent Development Team has developed a certification process for all core employees



The certification process aims to support and exemplify behavioural competencies such as:

- Customer Focus, Agility, Integrity, Performance
   Orientation, Ownership, and People Leadership.
- Ace of Learning Learning Agility Certificates for L8 to L6.
  - **Stalwart of Manager Excellence** Learning Agility Certificates for L5 to L3.

## Quess has a full array of Rewards & Recognition offerings.

#### **Monetary**

- ★ Advantage Club A collection of products to redeem your EnQircle points
- ★ Long Service Awards 3, 5 & 10 years
- ★ Sangam Global Awards Recognition at the Chairman's level

#### **Non-Monetary**

- ★ Value Badges Given throughout the year for living upto values
- ★ **Kudos** E-cards as a token of appreciation or talent recognition, all through the year
- ★ Peer2Peer Peer recognitions





**BECAUSE YOU MATTER!** 

# Quess offers Telemedicine facilities for the physical & emotional wellbeing of employees.

QUESS WINNING TOGETHER

**DocOnline -** Unlimited doctor & specialist consultation for employee plus 5 dependents.

Your Dost - Assists emotional wellbeing of our employees.

**Employee Assistance Program -** 24x7, free online access to multi-lingual, professional counsellors across businesses and levels.

Webinars & Awareness Sessions - For physical/mental wellbeing.

**Fortnightly emailers -** Covering topics, like health, education, parenting, emotional wellbeing etc.

# BECAUSE YOU MATTER!

Quess creates an equal opportunities workplace that's fair and inclusive

**Pay-parity across levels,** irrespective of gender and social strata.

Women represent more than 16% of our senior leadership bands (L2 and above), and 26% of our core workforce.

17% of our 379000+ workforce are women.

**QWEEN** (Quess Women Empowerment & Engagement Network), - For psychological, educational, social and financial empowerment of Quess' women employees.





## Quess volunteers respond to some of the most pressing needs of society

Quessians created **500+ sets of flash cards** for underprivileged children.

Quessians contributed Rs. 1.5 million towards COVID relief work.

Quessians recorded 100+ stories for visually impaired students.



#### What's good for society is good for Quess.



- Quess built and upgraded 75 government schools in Karnataka and Tamil Nadu, to create safe and joyful learning spaces.
- Enhanced skills of **1,550 teachers** through mentoring programmes.
- **34,016 students** benefitted through digital learning programmes, remote teaching, ICT skills programmes and tech- enabled classrooms.
- Provided scholarships to **30 meritorious students** pursuing higher education.

BECAUSE
YOU MATTER!



# Quess is deeply committed to our responsibilities towards society and the environment.

The jobs that we execute focus on the **key needs of our customers and society,** creating sustainable value for our people, customers and investors.

By staying true to our Environmental, Social & Governance (ESG) philosophy, our businesses positively impact the lives of millions.

Our values-led governance puts us at the forefront of our industry in labour-related reforms and practices.







#### At Quess, we focus on developing ourselves

All our training programmes are based on the concept that as we progress in our careers, we move from managing our own self to managing others and eventually managing our businesses

For continuous learning to develop as an organisation-wide culture, a learning path has been defined for each set of career levels to enable employees to reap the benefits of continual learning.



## The five levels of the Quess Induction Framework align new joiners with the organisation.

- Corporate Induction: Brings comfort and a feeling of belongingness and pride in the organisation
- Cultural Orientation: Gives new joiners a glimpse into the workplace culture of Quess
- Team Lunch: To quickly connect on a personal level with the people they will work with on a daily basis
- **Business Induction:** For employees to have a detailed induction on the business which s/he is going to work for
- Online Induction Module: For new joiners to receive a better understanding of policies and procedures/Dos and Don'ts

#### Over the last year, Quess has been at the forefront of the war against COVID.



Even while society was in lockdown, we fumigated, managed, and secured hospitals, airports, and countless other essential facilities on behalf of our clients.

Our associates were out at the frontline in healthcare, ecommerce, retail and manufacturing jobs to get our economy running again.

We repaired broken devices, attended to customer phone calls, processed payslips, and deployed digital assets to keep consumers serviced.



**BECAUSE YOU MATTER!** 



## CareWorks Foundation (CWF) provides health services for the prevention and treatment of COVID-19.

As a part of our prevention programme, we:

- Educated students and trained teachers on COVID awareness
- Distributed protective gear such as masks, face shields and thermal scanners to frontline COVID workers
- Distributed 80,000 cooked food packages and provided grocery kits to labour colonies and migrants
- Donated 2 ventilators to Victoria Hospital COVID Care Centre, Bengaluru



#### Quess plays a leading role in bringing workers into the formal economy.

We are making steady progress in moving workers to the formal sector, providing them **social security benefits and a structured path** to grow.

Quess goes **deep into non-metro India** to find raw talent, offering training and career counselling to help these individuals find jobs.

In FY21, **around 95,000 of our fresh hires** were from outside Tier-1 and Tier-2 cities and we provided first-time social security benefits to 106,000+ associates.



