



INDIAN STAFFING FEDERATION

Webinar Report

Are the Associates also your Brand
Ambassador for Better Client
Engagement?

20th JULY, 2021

ABOUT THE WEBINAR

The webinar witnessed 140 + registrations and 75+ 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, CFO's, Sr. management, founders, directors, VP's , etc.

The webinar focussed on One of the major influencer of any staffing company i:e (temp/contract workforce). How 'our associate speaks about the staffing company, definitely becomes the way the client managers 'perceives' the staffing company. Staffing is an industry which not only thrives on 'value addition' but we also have to ensure how we should retain our both the customers i:e 'Client' & 'Associate' to our organization.

This webinar also delved through how an associate can be moulded as a brand ambassador too for your organization by doing 'indirect promotion' about your organization to your client and can become a 'Voice of your Brand'.

This was an interactive session on 'Are the Associates also your Brand Ambassador for Better Client Engagement? 20th July, 2021; from 1600 hrs to 1730 hrs.

Session Chair -



Vishnu Dev –Corporate Member, Indian Staffing Federation;(Director – Aston Carter India)(Allegis Group Company)

Vishnu Dev carries 20 years plus of diverse experience, majorly within the Indian Staffing Industry. He has a strong understanding of Staffing & HR industry dynamics in India since he started-off in its initial stages in the country. He has successfully anchored different roles within HR leading Permanent Staffing, Contractual & Temp Staffing, Pay-rolling, Onsite recruitment consulting, Training and Assessments businesses' across various Industry verticals .He has also served as a Board Member in the ISF (Indian Staffing Federation) during 2014. Prior to the Allegis Group, Vishnu has handled critical roles with Global Staffing players like Manpower Group, Kelly Services and Randstad Holdings.

He joined Allegis Group in late 2018, to set-up and launch the Aston Carter Brand in India. The initial focus was on specialized Recruitment and Contracting in Sectors like Banking & Finance, E-Commerce, Engineering and Global In-house Centers of Fortune 500 Companies for specific skills within Accounting, HR, Change & Transformation, Compliance, Management Consultancy, Risk & Regulation, Operations and Marketing & Sales..... [Read More](#)

Session Speakers –



Mayur Taday - Corporate Member, Indian Staffing Federation, (CEO - People at Calibehr Business Support Services Pvt. Ltd) CXO with leadership experience of 26 years with proficiency in Business Operations, Product Development, Client Management and Customer Service. Drive top line growth and bottom line improvement owing to sturdy culture of performance management, concept building and business value for investors. Set up teams, strengthen operations, reposition business strategies and manage stakeholders' expectations in multiple geographies.

Session Speakers –



Monisha Basakhetre - Corporate Member, Indian Staffing Federation ; (Executive Director- Prompt personnel Pvt. Ltd) Monisha, is an experienced Executive Director with a demonstrated history of working in the human resources industry. Skilled in Personnel Management, Business Development, Executive Search, Strategic Planning, and Employee Engagement. Strong business development professional with a Master of Business Administration (MBA) focused in HR from Osmania University... [Read More](#)



Rupinder Singh - Member Indian Staffing Federation; (Director Managed Services - Multiplier Brand Solutions Pvt. Ltd) Rupinder is Director-Business & Operations for one of the services divisions in the company with 20+ years of rich experience in Channel Sales Management, Trade & Retail marketing, HR Tech solutions, Human Capital Management and Project Management. I have worked on many integrated project solutions for Indian & MNC clients such as Motorola, Panasonic, Spice, Amazon, Sony and Lava. Besides this, I have successfully created SBU's like "Pratham Human Solutions" during DDBMudragroup management and now managing in the current Avatar of Managed Services division in MBSPL. Also, have been recognized with several awards during my career... [Read More](#)



Philip Masih - Member, Indian Staffing Federation; AVP 2 COMS Pvt. Ltd

Philip is a Senior Human Resources Professional with over 10 years of experience across diverse industries in recruitment and selection, learning & development, Recruiting, policy & procedures, talent management and talent acquisition. A strategic thinker who applies knowledge of human resources practices and methods to deliver results that achieve business objectives. Expertise encompasses recruitment cycle, performance appraisal, policy & procedure design & implementation, retention strategies, succession planning and learning & development initiatives. Adept at fostering a culture of inclusion, mentorship, motivation and high performance. Strong interpersonal skills..... [Read More](#)

Important Questions discussed during Webinar

- A formal staffing company is responsible for Temp/contract workforce—are they the customers too?
- How to achieve better client engagement when you have larger workforce with lesser touchpoints for critical & non critical role ?
- Our associates not only represent the staffing company but through their responsibilities are representing brands, how to make contract workforce, an integral part of your brand engagement process?
- How would the relationship management with our associates help a staffing company move up the value chain with better client engagement?
- How has perception evolved in past decade towards contract workforce in India ?
- Can better client engagement and moving up the value chain get us better Service Fees?

INDIAN STAFFING FEDERATION



Interactive

Webinar

ARE THE ASSOCIATES ALSO YOUR BRAND AMBASSADOR FOR BETTER CLIENT ENGAGEMENT?

Tuesday | 4:00 - 5:00 PM | 20th July

Session Chair

Experts



Vishnu Dev
Corporate Member, ISF
Director, Aston Carter India
Allegis Group Company



Mayur Taday
Corporate Member, ISF
CEO - People
Calibehr Business Support
Services Pvt Ltd.



Monisha Basakhetre
Corporate Member, ISF
Executive Director
Prompt Personnel Pvt Ltd.



Philip Masih
Member, ISF
Assistant Vice President
2COMS Consulting Pvt Ltd.



Rupinder Singh
Member, ISF
Director - Managed Services
Multiplier Brand Solutions
Pvt Ltd.

Associate Partner



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About

FreJunHR automates your recruitment process and makes it super simple for recruiters to Screen & Interview candidates. Now shortlist candidates faster and smarter.

Benefits :-

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- Automate Interview Calls
- Easy calling & Recording
- Better Hiring Decisions

Why FrejunHR ?

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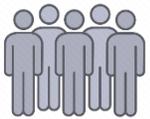
AI Enabled

For further details about the organization please click on the link. <https://frejun.com/>

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