

EOR Solution for a USA Based AI Enable Mobile Marketing Platform Company

OVERVIEW

A recently funded AI company based in the USA is looking to expand its operations, leveraging the cost advantages, access to talent, and operational efficiencies available in India.

CHALLENGE

1. As a startup venturing into the Indian market, the client lacked familiarity with India's operational landscape. They required proper support to recruit, manage, and sustain their workforce effectively in the country.
2. As the team expanded, the client recognized the need for infrastructure to support their employees. They understood that working together in a single office would offer numerous advantages.

Industry: Artificial Intelligence

Location: Bangalore, India

Number of Employees: 25+ across India

Client Since: 2. 3 years

Services – EOR (Employer on Record)

ONE TIME:

- ✔ Designing Employment Contract / Agreement as per their Business Operations
- ✔ Structuring Salary and Benefits
- ✔ Employee Onboarding & Induction
- ✔ Introduction to New HR technology
- ✔ Guiding the client on Leave, attendance, Holiday and other important policies
- ✔ Procuring Group Health Insurance

RECURRING:

Delivering the below services through a Dedicated Account Manager

- ✔ Onboarding of Employees
- ✔ Payroll Management
- ✔ HR Compliance
- ✔ Tax Management
- ✔ HRMS – HR Technology
- ✔ Recruitment / Hiring
- ✔ Employee Expense Management
- ✔ Employee Insurance
- ✔ Helpdesk – for Employee Query Resolution
- ✔ Weekly CatchUps Calls with the client
- ✔ Quarterly Service Reviews
- ✔ New Asset Procurement – Laptops, Office Stationary etc
- ✔ Employee Welcome / Onboarding KIT
- ✔ Securing a Co-working Space for the client
- ✔ Facilitating Visas for Indian employees traveling to the USA and Philippines
- ✔ Providing Visa Assistance for the client's employees visiting India

OUR SOLUTION

Solution to the client:

As India was a new expansion destination, OBOX's EOR service offered the client essential advice, information, and practical knowledge about the Indian market. The initial setup was pivotal in establishing the foundation. OBOX meticulously analysed the client's requirements and expectations, translating them into a step-by-step process with a well-structured timeline to seamlessly onboard employees. This reinforced confidence in OBOX's capability to manage and maintain the client's people operations.

Solution to their employees:

OBOX's HR expertise in areas such as Salary and Benefits, Tax Advisory, and the onboarding process has been instrumental in attracting, hiring, and retaining employees. This comprehensive knowledge ensures that all aspects of employee management are handled effectively, creating a supportive and efficient work environment that appeals to top talent and fosters long-term retention.

BUSINESS IMPACT

OBOX provided the client with an all-in-one solution for their expansion in India, offering a robust and seamless way to manage their global workforce in the country.

By leveraging OBOX's services and large talent pool in India, the client maintained competitiveness, improved their bottom line, and drove innovation while managing operational costs effectively.

RESULTS

- ✔ Reduced labor costs by approximately 60%, significantly lowering the overall operational budget.
- ✔ The Indian team worked on new product features and provided round-the-clock support due to the time zone difference, leading to faster development cycles and improved customer service.
- ✔ Gained access to a large pool of highly skilled IT professionals with expertise in cutting - edge technologies.
- ✔ Easily scaled the team size based on project demands without significant delays or increased costs.
- ✔ Improved client satisfaction due to faster delivery times and higher-quality output.

CONCLUSION:

Client's strategic decision to partner with OBOX and hire employees in India resulted in substantial cost savings, enhanced productivity, and significant business growth. The positive outcomes of this expansion demonstrated the advantages of leveraging India's skilled workforce and operational efficiencies, providing a competitive edge in the global market.



For more details, visit: www.oboxhr.com