

1. THEORETICAL BACKGROUND OF THE STUDY

SERVICE MARKETING

“Service marketing is selling of services in the best interest of users/customers. It is concerned with a scientific and planned management of services which makes possible a fair synchronization of the interests of providers as well as the users .

SERVICES MARKETING MIX

The seven P's in the services marketing are :

- i Product
- ii. Price
- iii. Promotion
- iv. Place
- v. Processes
- vi. People and physical evidence

I Product

Product is the most basic marketing, mix tool, which stands for the firms tangible offer to the market, including the product quality, design, features, branding and packaging.

The service product consists of core product, which is the primary benefit the customers seek from the Service; and the peripheral services that are the secondary benefits the customers seek.

The management often tries to integrate core and peripheral service into a competitive strategy

II Price

Price is the only element in the marketing mix that produces revenues, the other elements produce costs Price should be commensurate with the perceived value of the offer or buyers will turn to competitors costs, competition and value to the customer are three legs of the pricing strategy.

III Promotion

Promotion stands for the various activities the company undertakes to communicate and promote its products to the target market. The objectives under promotion fall into three main categories to inform, to remind and to persuade

IV Place

Distribution or the 'place' element of the marketing mix is concerned chiefly with two main issues accessibility and availability. The inseparable nature of services means that services must be accessible to potential customers in order for exchanges to take place.

V People

All human actors who play a part in service delivery and thus influence the buyer's perceptions

namely, the firm's personnel , the customer , and other customers in the service environment.

VI Physical evidence

The environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service

VII Process

The actual procedures, mechanisms, and flow of activities by which the service is delivered - the service delivery and operating systems

SERVICES

Services are deeds, processes, and performances. A broad definition of services is “include all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, timeliness, comfort, or health) that are essentially intangible concerns of its purchaser.

Services are not peripheral activities but, rather integral parts of society. They are center to the functioning of a healthy economy. The service sector accounts for nearly 40 % of the world stock of FDI and 50 % of world FDI flows.

Indian economy has been liberalizing its service sector. Telecommunications, financial services , software and ITES are some of the sectors which have witnessed FDI . The software services industry is one of the fastest growing service sub sectors in the world and also in India.

Some of the emerging sectors in the services industry in India are the software, retailing, management Consulting, education, hospitality and tourism and healthcare.

The service sectors is bringing in the much needed revenues to the countries in general and individual companies in particular . In the service sector, “ Quality of service” is the main

component of business. People are one of the critical factors for success in the service industry. It is an extremely challengeable task to amalgamate the components of technology and people together. The technology enables the expansion of distribution network as in the insurance and banking segment.

Importance of customer satisfaction and quality in services marketing

“Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption – related fulfillment.”

Satisfaction is the customer’s evaluation of a product or service in terms of whether the product or service has met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product/service.

Companies need to monitor and improve the level of customer satisfaction. The higher the customer satisfaction, the better the retention rate is. Acquiring new customers can cost 5 to 10 times more than the costs involved in satisfying and retaining current customers. The average company loses between 10 to 30 percent of its customers each year. A 5 percent reduction in the defection rate can increase profits by 25 to 85 percent, depending on the industry. And the customer profit rate tends to increase over the life of the retained customer. Customer satisfaction is a necessary goal of any firm. Customer satisfaction weakly predicts customer retention in highly Competitive markets.

Some public policy makers believe that customer satisfaction is an important Indicator of national Indicator of national economic health. They believe that it is not enough to track economic efficiency and pricing statistics. Satisfaction, they believe, is just as important an indicator of quality of life.

Further, many believe that customer satisfaction is correlated with other measures of economic health such as corporate earnings and stock value. Increasing levels of customer satisfaction can be linked to customer loyalty and profits. This relationship is particularly strong when customers are very satisfied. Thus firms that simply aim to satisfy customers may not be doing enough to engender loyalty – they must instead aim to more than satisfy or even delight their customers.

Customer loyalty can fall off precipitously when customers reach a particular level of dissatisfaction with critically important service attributes.

Service quality is a critical element of customer perceptions .Five dimensions of service quality are

1. Reliability

It is the ability to perform the promised service dependably and accurately customers want to do business with companies that keep their promises particularly their promises about the service outcomes and core service attributes.

2. Responsiveness

It is the willingness to help customers and to provide prompt service. Standards for speed and promptness that reflect the company's view of internal process requirements go a long way in establishing the quality of service. customers value well staffed customer service departments as well as responsive front line people in all contact positions. Responsiveness perceptions diminish when customers wait to get through to a company by telephone, are put on hold ,are put through to a phone mail system, or have trouble accessing the firm's website.

3. Assurance

Is defined as employee's knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence .This dimension is likely to be particularly important for services that the customer perceives as involving high

risk and /or about which they feel uncertain about their ability to evaluate outcomes. Trust and confidence are embodied in the organization itself and in the person who links customer to the company.

4. Empathy

Is defined as the caring, individualized attention the firm provides its customers. The essence of empathy is conveying, through personalized or customized service That customers are unique and special. Customers want to feel understood by and important to firms that provide service to them. When such a small firm competes with larger firms, the ability to be empathetic may give the small firm clear advantage

5. Tangibles

Are defined as the appearance of physical facilities, equipment, personnel and communication materials. Customers use these physical representations images of service to evaluate quality. Tangibles are used by service companies enhance their image and to provide continuity.

Service quality is thus the dominant element in customer's evaluation of pure services. In cases where customer service is offered in combination with a physical product, service. Quality may also be critical in determining customer satisfaction.

Growth of service sector

The main reasons for the growth of service sector are

1. Demographic

The considerable increase in life expectancy indicated an expanding market in the age group over 55 years – this has created a new market for health care, leisure and tourism. There has been a movement of population from rural to urban areas and a shift from city to the suburbs. This gives rise to the need for infrastructure and support services.

2. Economic

Globalising the business activity had created greater demand for services such as Communication, transport and information services. The growth of large firms has brought about greater dependence on special service providers like market research and advertising agencies. The development of corporate sector has led to the transformation of industrial economy. When there are more job opportunities, the masses get an opportunity to earn more and when they earn more, it is quite natural that they want to spend more.

3. Political and legal

Liberalisation and privatization has opened up the service industry. Many countries. Continue to strengthen consumer protection laws to improve public security and to Protect the environment. The increase in government interaction development of tourism and hotel industry. International transactions have given scope for the development of tourism and hotel industry. International transactions have given scope for the development of legal services. Project management services and accounting profession has gained momentum.

4. Social

Nuclear families and working woman mean more discretionary income, more time to travel and entertainment and also need for child care services. The supermarket culture, the departmental store culture, the fast food culture are all gaining grounds. Higher disposable income has given rise to other service sector like consumer services, real estate, personal financial services, retailing etc.

5. Technological

Recent developments in computer science and information technology have brought about convergence of various technologies like telecommunication, Entertainment and Data Transmission, multimedia, advertising, data processing, internet e – business Services are consequence of information technology explosion.

6. Increasing specialisation

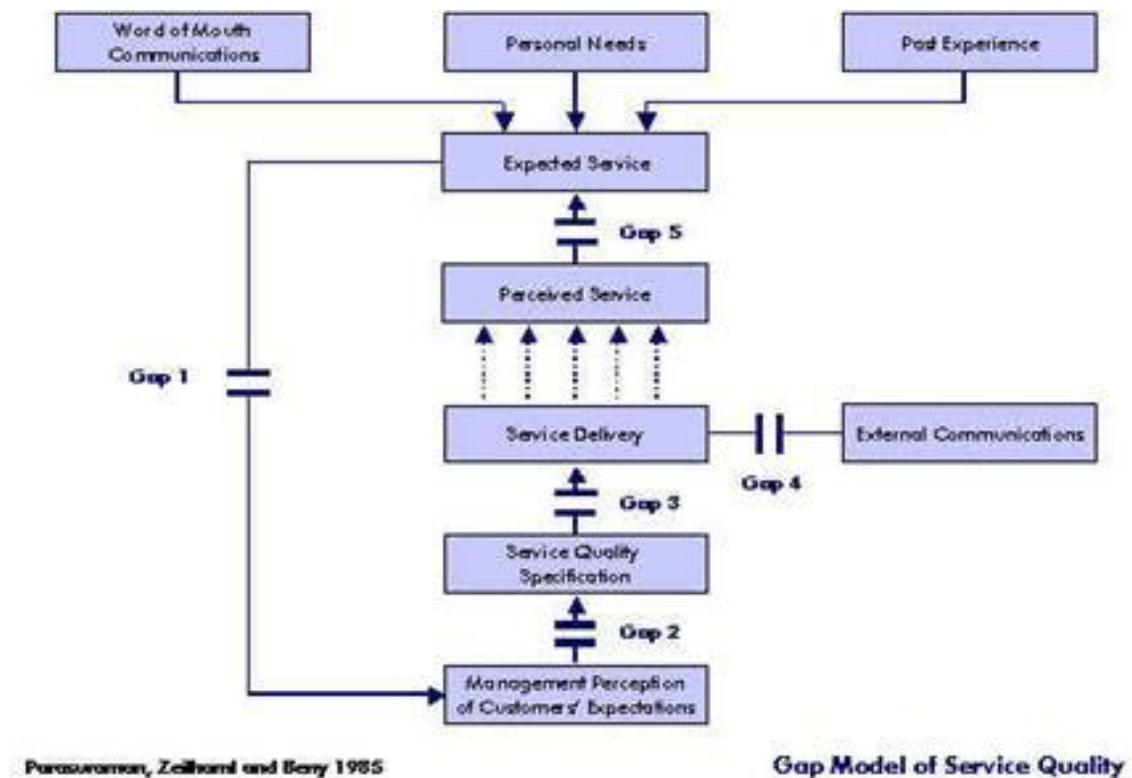
High complexity of products requiring skilled specialists and need for use of expert Knowledge to outsmart competition created a need for specialist services like consultants and professionals. The organizations have now to option but to promote specialisation since this helps them in making possible cost effectiveness. Experts and

professionals like the management consultants, legal, advisors, financial experts, technocrats play a decisive role in managing an organisation.

7. Increasing Governmental Activities :

The expanding governmental activities mainly due to the participation of state in almost all sectors of the economy has also made way for the development of service sector .

SERVQUAL MODEL



INTRODUCTION :

Managers in the service sector are under increasing pressure to demonstrate that their services are Customer focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customer's Perspective, any gaps in service quality are identified. This information then assists a manager in identifying cost effective ways of closing service quality gaps and of prioritizing which gaps to focus on – a critical decision given scarce resources.

A service quality model was developed by Parasuram, Berry and Zeithmal in 1985. The model indicated that consumer quality perceptions were influenced by a series of four distinct gaps – where there may be a shortfall between expectation of service level and perception of actual service delivery.

THE CUSTOMER GAP

The central focus of the gaps model is the customer gap, the difference between customer expectations and perceptions. Expectations are the reference points customers have coming into service experience; perceptions reflect the service as actually received. The idea is that firms will want to close this gap – between what is received – to satisfy their customers and build long term

relationships with them. To close this all – important customer gap, the model suggests that four other gaps – the provider gaps – need to be closed.

THE PROVIDER GAPS

Gap 1 – Not knowing what customers expect

Gap 2 – Not selecting the right service designs and standards

Gap 3 – Not delivering to service standards

Gap 4 – Not matching performance to promises.

GAP 1 : Lack of understanding : This arises from the management's lack of a proper understanding of the customers expectations . This difference can be reduced by improving market research techniques promoting better communication between the management and its front line workers and minimizing the levels of management that distance the customer.

GAP 2. Lack of Development: The second gap results due to failure on part of the management to set standards of service quality to match the perceptions of customer expectations and to convert these into workable specifications . This gap can be reduced by setting goals and standardizing service delivery tasks

GAP 3: Poor Delivery: This is also known as service performance difference. This difference arises since the actual service delivery does not meet the specifications laid down by the management. This Gap can be eliminated by providing employees with adequate support system, better human resource Policies and programs and by enhancing team work.

GAP 4 : Unrealistic Expectations: What the customer expects from a service depends a great deal on the advertising and other levels of communication that the service firm does. This difference can be reduced by making realistic claims in the different modes of advertising used and communicating the same to the contact personnel, so that they are in a better position to handle the potential customers.

GAP 5 : Service Gap : This is the difference at any given situation between expected and perceived Quality . It is a combination of one more of the previous gaps .

Challenges for Service marketers

Because of the basic differences between goods and services, marketers of services face some very real and distinctive challenges. The challenges revolve around understanding customer needs and expectations for service, making the service offering tangible, dealing with myriad people and delivery issues, and keeping promises made to customers.

How can service quality be defined and improved when the product is intangible and non Standardized?

How can new services be designed and tested effectively when the service is essentially an intangible process?

How can the firm be certain it is communicating a consistent and relevant image when so many elements of the marketing mix communicate to customers and some of these elements are the service providers themselves?

How does the firm accommodate fluctuating demand when capacity is fixed and service itself is perishable ?

How can the firm best motivate and select service employees who, because the service is delivered in real time, become a critical part of the product itself ?

How should prices be set when it is difficult to determine actual costs of production and price may be inextricably intertwined with perception of quality ?

How should the firm be organized so that good strategic and tactical decisions are made when a decision in any of the functional areas of marketing, operations, and human resources may have significant impact on the other two areas ?

How can the balance between standardization and personalization be determined to maximize both the efficiency of the organization and the satisfaction of its customers ?

How can the organization protect new service concepts from competitors when service? Processes cannot be patented?

How does the firm communicate quality and value to consumers when the offering is intangible? And cannot be readily tried or displayed?

How can the organization ensure the delivery of consistent quality service when both the Organization's employees and the customers themselves can effect the service outcome ?

INTRODUCTION TO CLIENT SERVICING

Client servicing serves the part of process of perforative and whole consumption in the system as the enterprise, be taken seriously by the height of the enterprise. Also, client servicing is majorly influenced by the company -client equation.

Over the years there has been a tremendous growth in the IT & ITES sectors which has led to rise in the consulting business. With growing opportunities and more companies establishing their base in India , The Indian manpower industry has experienced a tremendous change.

Consulting has become a lucrative business with many firms carving a niche in serving particular industry. The whole staffing industry is run on referrals, and alliances. Some staffing firms get particular accounts because they have global affiliates who is turn handle the global staffing needs of that particular client

Staffing firms have been catering to fortune 500/CMM level 5 companies. The success of any staffing firm depends upon its client servicing methodology.

Client servicing involves acquisition of key accounts and servicing them in the most effective Manner. In the perfect client service firm everything would be designed around the client. In building the perfect client service it requires desired culture and monitor how it is doing, then identify what it needs to adjust. It would define its core values, & identify what it need to adjust.

Client servicing involves rewarding the things that are important and having the courage to deal with people who might need to find their success elsewhere because they simply don't fit its servicing model.

clients are happier meeting the creative folks to directly brief them; the account planners are keen on engaging clients directly in insight mining meetings;

Staffing firms have devalued client servicing over the years. Let alone MBAs from the IIMs, today they are happy recruiting BA (Pass) students defining a much restricted role for client servicing.

Strategy meetings are a very important in client servicing with the client executive team enabling a full understanding of the business issues from all perspectives so recruitment team can be part of the solution.

Harnessing technology solutions enables the client servicing team to work with the client requirements.

Leveraging technology enables staffing firms to have a much stronger "punch" than their size would normally permit.

The perfect firm of any size would leverage technology in very powerful ways that would enable business development executives and clients to collaborate, use knowledge and anticipate client needs.

Technology is used to anticipate client needs by monitoring competitive intelligence within the industries they serve so clients' needs can be anticipated.

In client servicing the entire client team knows about the client's current stock price, competitors, industry developments, and key contacts. Everyone on the team would be up-to-date on the latest communication project in a way that generates appropriate profit. Feedback is a key aspect of client servicing. Client servicing team have a link available on every reporting sales call, every invoice and every e-mail where any client could log on time. It would devour it, learn from it and act on it. It would not apportion blame but rather we would adjust its service.

Delivering on the client first mandate also means looking forward – preparing the firm for the next generation of owners.

Client servicing team in staffing firms consists of key account manager and client service executives.

The key account manager is individual who is responsible for mapping the client needs and taking full responsibility in servicing them.

The business development executives are mainly responsible for client acquisition and quick delivery.

Effective coordination between the clients and servicing team and clients enables staffing success.

Placement Industry Overview

The human capital marketplace remains highly competitive and is poised for enormous growth in the next 10 years, since, companies around the world are investing heavily in their human resources infrastructure.

Human Resources Sourcing or the Placement Industry (engaged in international/national recruitment) is recognized as the fastest growing industry. Establishments classified under this industry may assist either employers or those seeking employment. In India only, while 150lacs agencies help non-professional labor with placements such as construction, transport and certain industrial jobs, about 800lacs work with professionals in ever-widening fields, such as nursing and teaching.

HR Sourcing (placement) is a large and complex universe in itself, encompassing the many different functions associated with the HR department.

The Rise of the Placement Industry

Any and all aspect of HR can be outsourced. According to research by Gartner, Inc., 80 percent of companies now outsource at least one HR activity, and the number is swiftly growing. Increasing numbers of organizations are turning to specialized firms to supplement various aspects of human resource management. While outsourcing makes sense for many reasons, the primary benefit is containment/reduction of costs of routine

transactional and administrative work. Another key reason is the belief that a company should outsource all non-mission critical aspects of its business. The Placement consultant agencies, popularly known as the professional employer organization (PEO), has sprung up and are well-equipped to take on the entire scope of human resources activity. Most PEO clients are small- to medium-sized companies that sign up with a PEO, obtaining better deals on the purchase of benefits as a group rather than as a single small entity.

By contracting with a PEO, small firms can afford to give employees a range of benefits comparable to those offered by larger companies. This helps level the playing field for small companies, who are competing with large firms in hiring top candidates.

Larger companies are also outsourcing HR tasks, but they more typically go with specialty firms. The most commonly outsourced function is employee assistance, and outplacement services.

The consulting industry has grown rapidly since its origins in the 1960s. In fact, *Business Week* reported that the ten largest consulting firms in the United States averaged growth of 10 percent annually in the late 1990s and achieved 14percent growth in 2000. Several factors have contributed to the growth of consulting. First, as a result of the trend toward corporate downsizing, many companies have found that they lack the internal manpower to complete all necessary tasks. Second, the complexity of today's business climate—as a result of deregulation, globalization, and technology advancements—has outpaced many companies' level of expertise. Finally, consultants provide a way for companies to get special projects done without adding employees to the payroll.

Current state of the industry

The consulting services market represents a dynamically growing industry with good prospects for further growth, as well as for foreign investment and partnerships.

Management consulting has grown quickly, with growth rates of the industry exceeding 20% in the 1980s and 1990s. As a business service, consulting remains highly cyclical and linked to overall economic conditions. The consulting industry shrank during the 2001-2003 period, but has been experiencing slowly increasing growth since. In 2007, total global revenues for management consulting are expected to exceed the \$300 billion mark

Currently, there are four main types of consulting firms. First, there are large, diversified organizations that offer a range of services, including information technology consulting, in addition to a strategy consulting practice. Second, are the medium-sized information technology consultancies, that blend boutique style with some of the same services and technologies bigger players offer their clients. Third, are the large management and strategic consulting specialists that offer primarily strategy consulting but are not specialized in any specific industry. Finally, there are boutique firms, often quite small, which have focused areas of consulting expertise in specific industries or technologies.

A fifth type of global consulting firm is emerging. Sourcing Advisory services deal with choices between insourcing and outsourcing, vendor selection, and contract negotiations.

CHAPTER – 2

RESEARCH DESIGN

2.1 STATEMENT OF THE PROBLEM

The study mainly focuses on enhancing the client servicing aspects of Acculogix software solutions. The human capital marketplace remains highly competitive and is poised for enormous growth since; companies around the world are investing heavily in their human resources. In today's competitive scenario, understanding the client requirements and servicing is a tough task.

The success of an organisation depends on closing the gap between customers expectations and perceptions. With this view in mind a study was conducted on different aspects of client servicing.

2.2 NEED FOR THE STUDY

Client servicing has become a key aspect in the consulting business. In this study we try to understand the different key aspects of client service provided by Acculogix to its clients. so there exist a need to study.

- 1) What staffing services are provided by Acculogix software solutions and how they can provide better Services to the clients?
- 2) The different aspects of client's preference?
- 3) Identifying key attributes for the success of client servicing.

2.3 OBJECTIVES OF THE STUDY

- To have an in-depth analysis of the client servicing aspects of the consulting industry.
- To study the perception level of clients regarding the service quality.
- To determine the scope and client expectations for the service
- To assess the gaps between Client expectations and perceptions
- To find the drawbacks in the existing Client servicing process.
- To assess the overall performance compared with that of competitors.

2.4 OPERATIONAL DEFINITION OF CONCEPTS

EXPLORATORY RESEARCH

Exploratory research is usually a small scale study undertaken to define the exact nature of the problem/ opportunity and to gain a better understanding of the environment within which the problem/ opportunity has occurred.

It is the initial research, before more conclusive research is undertaken. Exploratory research helps to determine the best research design, data collection method and selection of subjects. The results of exploratory research are not usually useful for decision-making by themselves, but they can provide a significant insight into a given situation.

DESCRIPTIVE RESEARCH

Descriptive research is to provide an accurate picture of some aspect of market environment. It seeks to ascertain certain magnitudes. Descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

It provides the number of times something occurs, or frequency, lends itself to statistical calculations such as determining the average number of occurrences of central tendencies.

2.5 SCOPE OF THE STUDY

Today with the rapidly changing scenario in the IT & ITES sector. The placement industry is poised for enormous growth and is undergoing a revolution. Among them Acculogix software solutions is the one partnering and providing competitive staffing solutions to its clients.

With the study we can get some suggestions and knowhow from clients for improvements in terms of client servicing aspects. In the study we find out the key aspects of client servicing, client preference, client service process and methodology, etc.

2.6 RESEARCH PROCEDURE

The study is based on the various data provided by the company and data collected from the internet along with questionnaire administered, which would be thoroughly studied and interpreted.

The method of data collection would be through a questionnaire for the above study, primary and secondary data are considered.

Primary data:

- ✓ Questionnaire

- ✓ Interview with senior managers of different clients .

Secondary data:

To support the analytical part of this project secondary data has also been collected by various sources like:

- ✓ Official Records of the company
- ✓ Different documents / files of the company.
- ✓ Prospects of company
- ✓ Client records
- ✓ Text Books

Web Site: www.acculogix.com

Sampling technique

Sampling technique is a technique in which instead of every unit of the universe, only a part of the universe is steady and conclusion are drawn on that basis for the entire universe.

This study involved the use of judgmental sampling. Judgment sampling is a type of non random Sampling and is also called purposive sampling or deliberate sampling. Under this method the invigilator exercises his judgment in the choice of sample items and includes those items in the sample which he thinks are most typical of the universe with regard to the characteristics under investigation.

Sample size

Sample size refers to number of elements to be included in the study. The important decision that as to be taken while adopting a sampling technique is the sample source. In this study the sample size of respondent was decided to be 50.

2.7 DATA SOURCES

The source of data includes either secondary data or primary data and even sometimes the combination of both. Secondary data are readily available, because they were collected for some other purpose and which can also be used to solve the present problem.

Primary data are collected with specific objective oriented especially to address a specific research problem/ opportunity. They are the new data gathered to help solve the problem/ opportunity in hand. Primary data can be collected in different ways. They are.

Survey Research: Surveys are best suited for descriptive research. This research is done to learn about people's knowledge, beliefs, preferences, satisfaction, and to measure these magnitudes in the general population. Surveys can be designed to capture a wide variety of information on many diverse topics.

Observational Research: Fresh data to be gathered by observing the relevant settings. The researcher might just keep looking at the respondent and note down the behavior or their reaction.

Experimental Research: The most scientifically valid research is the experimental research. The purpose of experimental research is to capture the cause and effect relationships by eliminating competing explanations of the observed findings.

Instrumentation Techniques

To get the appropriate response, the questionnaire method was used .In this study the questionnaire was mailed to clients and they were asked to answer the questions. The clients were also contacted personally to get the necessary data information required for the completion of the survey.

The questionnaire used in this study was a structured one. Here the questions were arranged in a specific order and were logically interconnected for the research study. The advantage of the structured questionnaire lies in the reduction of interviewers and interpreters bias. The questionnaire was framed by keeping in the mind the objective of perception of clients regarding the service quality.

Data Analysis: Data analysis has been done in four different stages.

- Tabulation of the questionnaires.
- Use of simple percentage method to present the tabulated data.
- Presentation of tables in numerical form.
- Graphical presentation of the whole data in the form of Bar Diagrams and Pie charts.

2.8 Limitations of the study

1. Time frame set for project completion is not sufficient with respect to the broad nature of the study.
2. The study is confined to only company operations in Bangalore.
3. Errors regarding selection of companies, since some key companies may be omitted by error.
4. Findings of the study are based on the assumption that the respondents have disclosed correct information.

Chapter scheme:

Chapter 1: Introduction to Services Marketing

This chapter consists of introduction to services marketing, Services marketing mix, customer satisfaction & quality, Servqual model, challenges for service marketers and Client servicing.

Chapter 2: Research Design

This chapter deals with the different stages followed scientifically for completing the project. statement of problem, Need for the study, Objectives of the study, Operational definitions of the concept, scope of the research, source of the data, sampling plan, data collection instruments, limitation of the study, and overview of chapter scheme.

Chapter 3: Profile of the company

This chapter consists of vision, mission statement, services, Industry verticals, methodology process, Business development process, Global locations and swot Analysis.

Chapter 4: Analysis and interpretation

In this chapter the data collected is analyzed and interpreted.

Chapter 5: Summary of findings and recommendations

This chapter consists of summary about the findings, recommendations and conclusion

3.1 COMPANY PROFILE

Acculogix is part of the Acculogix Inc. & was incorporated in 2001 in the State of Michigan, USA

Acculogix India is ISO9001:2000 certified company and is operating in recruitment space since 2004. It is one of the leading HR & IT Recruitment consulting companies headquartered in Michigan, USA with full-fledged operations in Bangalore & Hyderabad India and Ontario, Canada. Acculogix offers a full range of Services for IT, Non-IT, Engineering, ITES/BPO sectors in the areas of Recruitment, Staffing, and events.

Acculogix is the right destination for all skilled professionals to get professional support in enabling the person to have a good career move. Acculogix is fast becoming the source of 'change' for highly skilled professionals in India with a client list of Fortune500/CMM level 5 companies.

Acculogix is a leader in providing solutions to all people resource issues through unsurpassed service, rapid turnaround and cost-competitive services.

It specializes in catering to all requirements ranging from Applications, Systems, Telecom, Data warehousing, Networking, IT Infrastructure, and Banking, Finance, Retails, Engineering manufacturing. Acculogix team handles requirements for all levels and all designations in multiple domains. The team works on Enterprise Architects, Product Managers, Team leads, Project lead, Project Manager, Program manager, Functional consultant, Technical Consultants, Business Analysts, Software engineer to senior Software engineers, Design Engineers, Sales Executive, Financial Analysts, Customer Support, and Technical support.

Vision

To be the most preferred supplier to the Global Clients in providing world class Staffing Services and Solutions.

Mission

To provide cost-effective Services to clients across the Globe, putting talent and technologies to work by enhancing our Client's services and harnessing talent to International excellence.

VALUE TO CLIENTS :



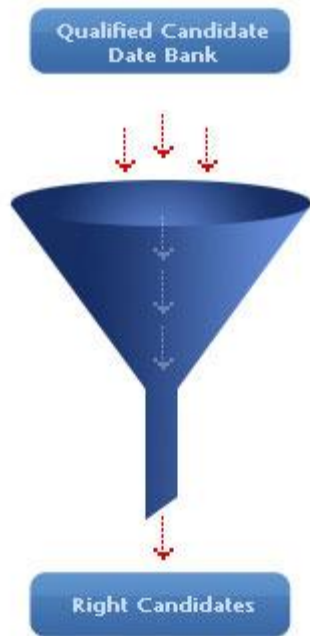
- Confidentiality
- Excellent Mapping
- Fast turnaround time
- Accurate assessments

ACCULOGIX SERVICES



RECRUITMENT & STAFFING

At Acculogix, there is a sophisticated team of technical recruiters who undergo extensive training. It understands the importance of promptly responding to its customers' requests for its highly qualified



consultants possessing the experience, and customer service skills to accommodate even the most unique environments.

Recruiting has been the most important aspect of Acculogix' success. It has a technical and motivated group of professionals who have an extensive network of candidates leveraging what it calls the 'Data Bank'.

RESUME GENERATING PROCESS

Generating resumes requires not only knowledge of the position but also understanding of the industry. Acculogix provides number of support systems to its dedicated recruiters in order for them to produce the right resumes

- Acculogix Data Bank
- Advertising
- Network
- Job Boards
- Campus Interviews
- Employee Referrals
- Career/Job Fairs.

IDENTIFYING POTENTIAL CANDIDATES :

Acculogix is able to assess the needs of both the client and the candidate, and provide effective solutions across verticals, across the industry. It has an in-depth understanding of the needs of the clients & servicing them accordingly. The team conducts personal interviews with every candidate to ensure they are the best fit for the client requirement.

SOFTWARE DEVELOPEMENT

Web based systems & Web Applications

- ASP & ASP.NET applications
- Java (J2EE) application
- Database Driven web application

Back End Support Activities

- Global Website / Intranet update and maintenance
- Back office processes management
- Helpdesk Support

Client Server Applications

- Lotus Notes & Domino Server
- ERP Consultancy & Solutions

EVENTS & JOB FAIR

Events form a very important aspect of Acculogix. Acculogix works with industry leaders from companies large and small. Its customers are its most prized assets. For several years it has been a leader in conducting events.

- Job Fair
- Technical Knowledge based job fair
- client Specific job fair
- In House Client Events.

CAMPUS RECRUITMENT

Acculogix represents the most advanced hiring methods available today, applied to the unique challenges of the campus interview. Acculogix India recruits some of the brightest minds for entry by visiting a number of campuses. Many of the business units heads and senior people have joined from campus itself.

Our campus programs are :

In – House recruitment support at the campus itself

Acculogix provides In – house recruitment support to the companies, who would not be able to conduct campus interviews, which may be due to lack of time, lack of personnel else due to lack of expertise. These kind of services though provided by many other organizations, cannot match its standards as it has in – house campus recruitees who have specialized skills in:

- Candidate Screening
- Interview procedures

- Relationship Building
- Proactive interactions

Sourcing of candidates to the companies through campuses.

Sometimes it may so happen that , the companies are not able to conduct interviews at campuses. At that point of time Acculogix directly sources the candidates to the companies through various B- schools and Tech – schools in India praising the efforts in providing them the right talent at right place in right time.

INDUSTRY VERTICALS

Major Domain Area - IT						
Applications	Enterprise Applications	Database	Mainframes	Networking & Administration	Quality	Embedded Technologies
Java, J2EE, Core Java, Servlets, EJB, Struts Microsoft Technologies- VC++, .net, VB.net, C# HTML, JS, DHTML AJAX, Php4, Open Source	ERP(SAP, Oracle Apps) CRM (MySAP, Seibel) EAI (TibCo)	MS SQL, Oracle, DB/2, Data warehousing, Business Intelligence (Informatica, Business Objects, Microstrategy)	AS/400 Cobol JCI	Windows Admin Unix Admin Exchange 200x server Lotus Notes OS support Web Admin	Quality Assurance Testing Winrunner Loadrunner Technical Writing	Micro controllers CAN Protocol Embed C C++ Embedded C Embedded C++ VC++ Micro Controllers

The rapid spread of computers and information technology has generated a need for highly trained workers to design and develop new hardware and software systems. Employment in the IT (Information Technology) industry is expected to grow much faster than the average for all occupations as organizations continue to adopt and integrate increasingly sophisticated technologies.

Acculogix is a leading IT Staffing Firm providing solutions to all staffing and resource issues through unsurpassed service, rapid turnaround and cost-competitive services.

These services are provided across all technical skill sets. We specialize in catering to all requirements ranging from Applications, Systems, Telecom, Data warehousing, Networking, IT Infrastructure, and Banking.

Functional Domains in IT:

Embedded Systems | Retailing | Finance & Banking | Health Care | Manufacturing & Engineering

IT Technology Domains

Business Analysis | Project Management | Custom Client/Server Application Development | Data Warehousing/Data Mining | Database Administration | Database Design and Development | Network Engineering and Administration | e-Business Applications | Custom Web Application Development | ERP Solutions | Project Planning and Outsourcing | Systems Administration and Management | Systems Analysis | Help Desk and Technical Support .

Specific areas of Staff Augmentation:

Enterprise Resource Planning (ERP)
SAP | People Soft | Oracle Applications | JD Edwards
E-Commerce / Web Development
COM / DCOM | Java / Java Server Pages / Java Web Server | RMI / CORBA | Java Servlets, Beans, Enterprise Java Beans (EJB) | JavaScript / Server side JavaScript / VBscript | CGI / Perl | Microsoft .NET | Microsoft Internet Information Server | Sun Java Enterprise System | Oracle Web Application Server | Microsoft Visual Interdev | BEA WebLogic | IBM Lotus Notes, Domino | IBM WebSphere | IBM Visual Age |
Macromedia ColdFusion
Customer Relationship Management (CRM)
mySAP | SIEBEL | Oracle CRM

Client/Server Technologies

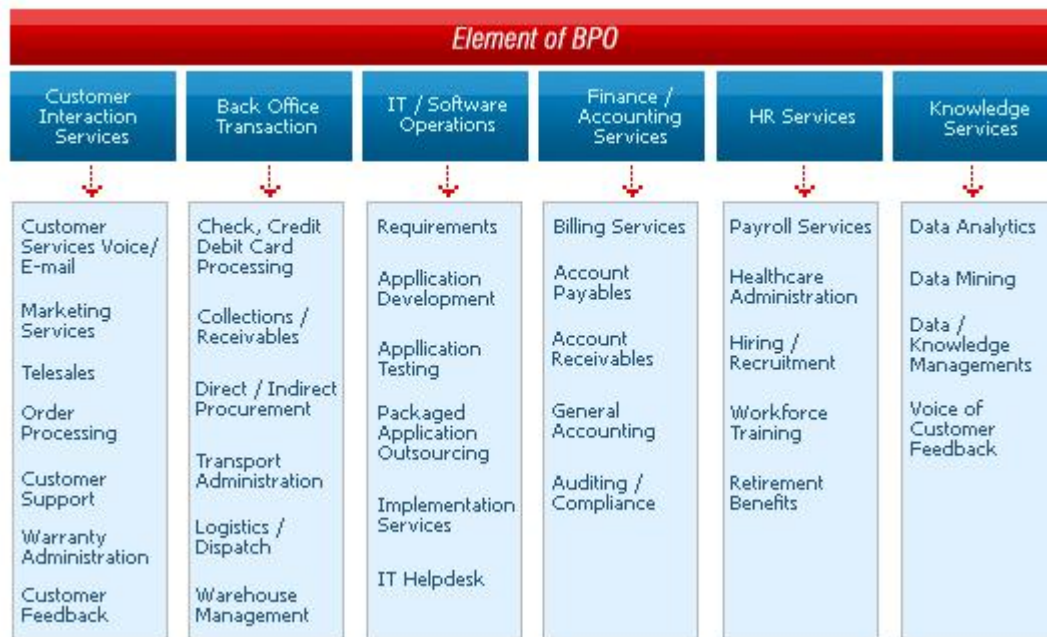
C / C++ /C# | Microsoft Visual C++ | Borland C++ | Oracle, Oracle Developer/2000 | Microsoft Visual Basic | Microsoft SQL Server | Microsoft Access | Sybase | Informix | Unix, HP-UX, Sun-OS

Systems Administration & Networking

Network Administrators - Cisco, Microsoft, Novell | CCNA, CCNP, CCIE, MCSC, MCSE, | Firewall, Check point, Cisco, Watch guard, etc | Database Administration- Oracle, Sybase, DB2, Informix etc.



Acculogix banking & Financial Services Group operates in investment and wholesale banking, markets (debit, credit and equities), wealth and asset management, consumer banking and insurance, and real estate. It helps its clients recruit from Chief Executive level down and work across product specializations for such cross border disciplines as private equity, hedge fund management and functional roles such as human resources, finance and compliance.



ITES -Information Technology Enabled Services

ITES includes BPO's, Medical Transcription, and contact centers .

Acculogix provides manpower for the following Domains:

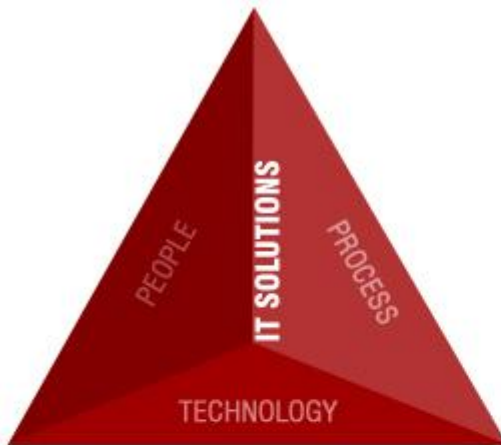
Finance, Human Resource, Customer Service, Technical Support, Banking, & Insurance.

It specializes in catering to all requirements ranging from entry-level positions to

Managerial Positions. Acculogix does end-to-end recruitment for their clients like:

Sourcing, Screening, Conducting Preliminary Rounds on behalf of the clients, & also perform In-house Events.

METHODOLOGY PROCESS



HOW WE DELIVER?

PEOPLE

- ISO 9001
- MSF
- PMP based Project Management

PROCESS

- Having Right People
- Proper Training
- Career Growth

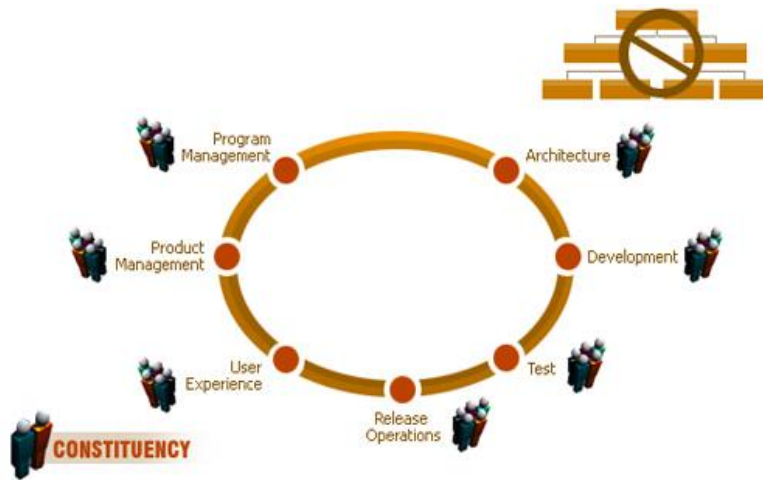
TECHNOLOGY

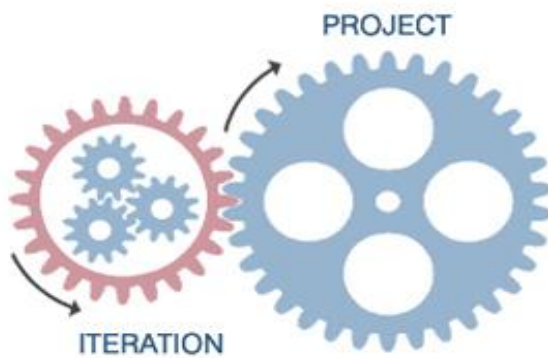
- Microsoft & Java Technology
- Open source
- Selection of Technology base on Client need & Project requirements looking at scalability and techno commercial feasibility



- Individual Attention & assessment
- Experts at all levels of SDLC (Software Development lifecycle)
- Process Oriented Approach
- Project Management
- All fresh recruits undergo a 3 day training & test

jobs
HORIZON . COM

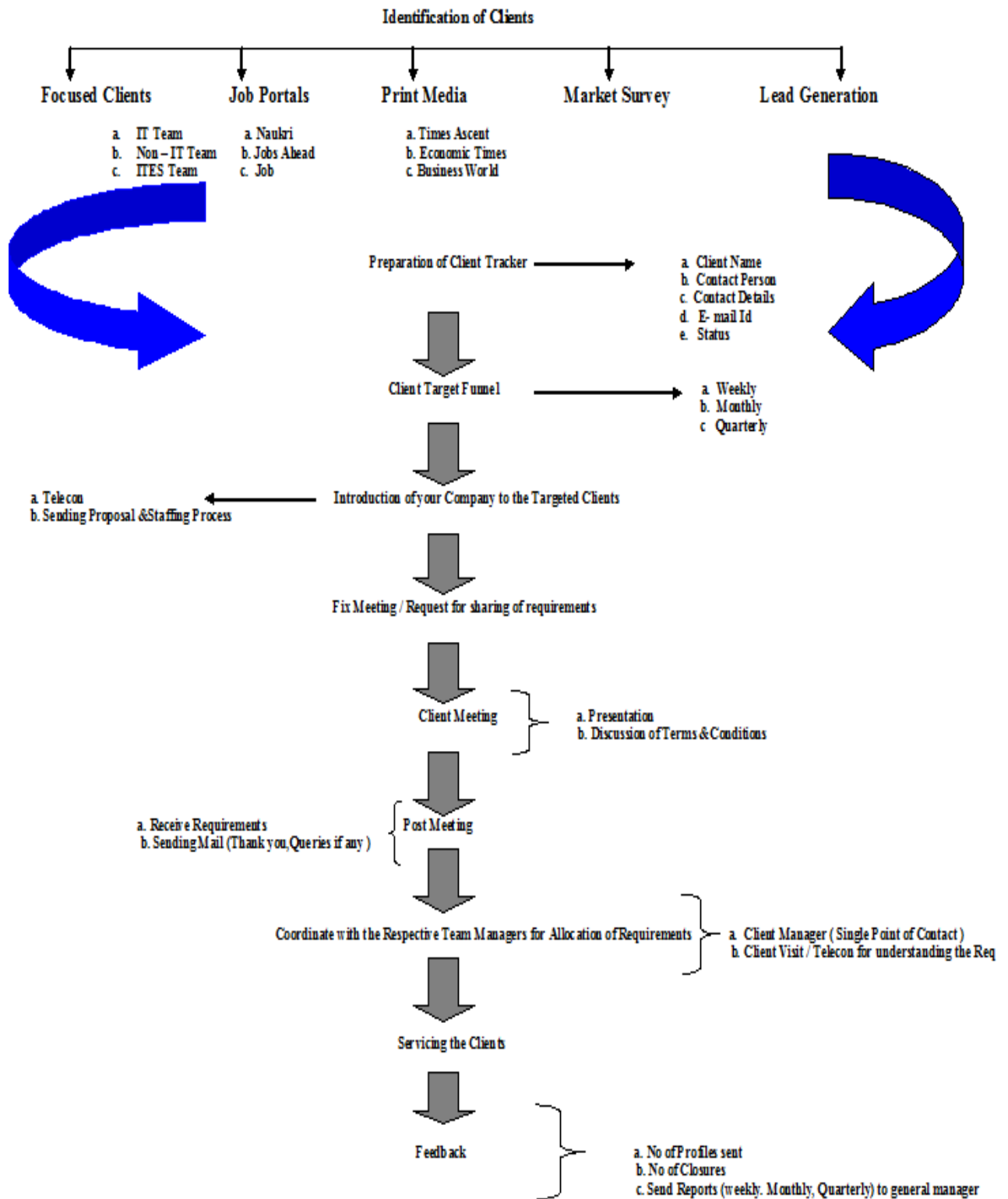




- **Objectives Reviewed** (will we meet the minimum acceptance level of functionality?)
- **Progress Assessed** (Are we making the necessary progress to meet our deadline?)
- **Test Thresholds Evaluated** (Are we maintaining an appropriate level of quality?)
- **Risks Identified and Mitigated** (Are we addressing project and technical risk?)
- **Deployment Ready** (Have we designed and created a solution that is ready to deploy?)

IT	ITES/BPO	Engineering	Non-IT
Applications	Customer Support	Product Development	Retail
Systems	Technical Support	CAD	Logistics
Telecom	Financial Process Associates	FEA/CAE	Banking & Insurance
Data warehousing	Help Desk	Automotive Embedded Systems	Manufacturing
Networking, IT Infrastructure			FMCG
Banking			
SOME OF OUR ESTEEMED CLIENTS			
TCS, Navionics	Accenture , HP,	Robert Bosch, Tyco	Fidelity Investments
	Infosys BPO	RGBSI, Tata Elxsi	Yes Bank, Canon, HP,
Iflex Solutions, PSI	Mphasis BPO,	CG Smith, L&T EmSys	Tyco Electronics
Data Systems ,	E & Y, ZappApp	Elcoteq	Solectron
Ericsson, Keane ,	Ocwen Financial Services		Ingram Micro,
Mphasis BFL, US	Fidelity		Ocwen Financial
Technology,			Standard Chartered Bank
Velankani Software,			ABN Amro, Crossdomain,
L&T Infotech,			Geo Logistics, , Velankani
Manhattan Associates,			ITC Foods, AFL, Godrej
Birlasoft, Robert Bosch,			
Symphony Services,			
Siemens Information			
Systems, ZappApp,			
Qwest, Mindteck,			

BUSINESS DEVELOPMENT PROCESS



1. IDENTIFICATION OF CLIENTS

The first step is the Identification of Potential Clients & this is done by four major sources .

1. Focused clients from IT/NON IT/ ITES Team

Interaction with the respective client Managers of Non IT /ITES/ IT team on weekly or Monthly basis for having the clients they would be interested in working.

2. Job Portals

Searching various Job Portals like Naukri , Jobs Ahead, & Times job for potential clients as lot of requirements of various clients (IT, Non – IT& ITES) are displayed.

3. Print Media

This is a very important source for identifying potential clients, One important weekly opportunity is the Times Ascent which has lot of advertisements from Fortune 500& CMM level companies , Apart from this regular reading of Economic times & Business Magazines helps understand the market trends & provides a wider scope of understanding about various companies & their strategies in terms of hiring & attrition..

4. Market Survey

Market survey involves an extensive study of various clients collected from lot of source like Job portals, Newspapers, & references. For a successful market survey to be conducted a minimum of fifty clients have to be taken into consideration with key information like Company Name, Functional Domain, Location & current openings, The next step is the client mapping which involves comparing the existing clients & their requirements with the potential clients and choosing the best clients which have similar requirements and where you can generate revenue.

5. Lead Generation

Lead Generation involves generating references from your existing customers. The key to success in generating leads is to maintain a good rapport with your customers (HR Manager, Staffing Manager)

2. **PREPARATION OF CLIENT TRACKER**

The next step is preparing the client tracker ,The client Tracker contains 1. **Client Name** 2. **Contact Person** 3. **Contact Details (Telephone No/ Mobile no)** 4. **E-mail ID** . 5 **Functional Domain** & 6. **Status**

SI No	Client	Contact Person	Contact Details	Functional Domain	E- Mail ID	Status

3. **CLIENT TARGET FUNNEL**

Client target funnel is prepared on weekly, monthly & quarterly basis, This is very important as business development executive stay focused on their target clients & avoids confusion. Ex:

1st week of May – 5 Clients (IT/ Non IT/ ITES)
May – 15 Clients (Monthly)
May, June, July - 30 Clients (Quarterly)

4. INTRODUCTION OF YOUR COMPANY TO YOUR TARGET CLIENTS

Before speaking to the HR Manager / Staffing Manager of the potential client a detailed study is done about the company & its current positions (should go through the company website)

The next step is connecting to the concerned person (Checking the client tracker for contact details), After get connected to the concerned Person (HR Manager / Staffing Manager)

1. Wishing Good Morning / Good Afternoon / Good Evening
2. Giving a brief about Acculogix & its Services (Note : Don't give a presentation but just a brief & remember you will have just 2 minutes to sell your company)
- 3 Naming the potential clients that the company is working & the open positions that have been closed
4. Requesting for e mail Id & if possible a tentative date & time for Meeting.
5. At the end of the conversation thanking him /her for their time & mailing across Acculogix Profile & Staffing Process

5. FIX MEETING / REQUEST FOR SHARING OF REQUIREMENTS

After mailing the profile & staffing process should call the next day for seeking an Appointment

1. . Wish Good Morning / Good Afternoon / Good Evening
2. Check the status of the profile & staffing process sent
3. Seek an Appointment / Meeting

6. CLIENT MEETING

It involves Confirming the meeting with the client a day before & preparing for the meeting . Preparation involves the following steps

1. Being prepared with the slides (Laptop Presentation)
2. Have a brief understanding of the client & the open positions to be discussed (Log on to their homepage)
3. Informing the General Manager/ Staffing Specialist (If they are accompanying you)
4. Being prepared with the list of probable Questions the client will ask you
5. Reaching the clients place 10 minutes earlier .
6. Greeting him/her with a firm hand shake followed by exchange of cards
7. Giving a brief about Acculogix & its services
8. Discussing the terms & conditions (If they have not been discussed earlier)
9. Making a note of the requirements & request for a detailed job Description
10. Thanking him / her for their time & inform that a single point of contact (Client Manager) will be introduced .

7. POST MEETING

. Post meeting involves sending a thank you mail after reaching office & request for the detailed Job Description of the open positions discussed (If not been sent across)

8. COORDINATE WITH THE RESPECTIVE TEAM MANAGERS FOR ALLOCATION OF REQUIREMENTS

1. Sharing the requirements with the Team Managers & discuss who will be the client Manager
2. Introducing the Client Manager or the Staffing Specialist to the client (Telecon / Meeting)

9. SERVICING THE CLIENTS

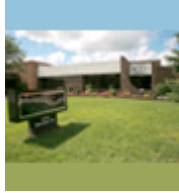
1. Ensuring Quality profiles are sent regularly along with the tracker filled (If the client has any)
2. Coordinating with the Staffing Specialist and the Client for scheduling of Interviews

10 FEEDBACK

- . Feedback is very important as it helps to build a good rapport with the clients
- 1 No of profiles sent
- 2 No of Closures
- 3. Sending Reports (Weekly, Monthly, Quarterly) to General Manager
- 4. Maintaining invoicing Details & follow up for payments

Global Locations

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Acculogix India - Hyderabad

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Secunderabad, AP - 500 003, INDIA

SWOT ANALYSIS

Strengths:

- Technical people managing the Recruitment
- Systems Approach to Recruitment
- Several years of Recruitment experience
- Several years of Application Development
- Global Presence (USA , China , India and Canada)
- Competitive Rates
- Every skill and technical level represented
- Huge Databank of well Qualified Candidates
- Customer is the main Focus

Weakness

- Employee attrition
- Competitive consulting environment where competitors are providing additional staffing services
- Reduction of margin due to competition

Opportunities

- Growth in the IT, ITES and retail and automobile sector
- Major companies outsourcing key HR requirements
- Lot of supporting movements from the government in future.

Threats

- Lack of competent staffing specialists in providing end to end staffing solutions
- With Bangalore thriving as the the IT/ITES hub of the nation and Asia there are many consultancies being set up by former employees of major companies providing competitive solutions thus luring away the candidates of Acculogix software solutions
- Job hopping by the candidates from one company to the another in short periods.
- Due to matters pertaining to confidentiality and fictitious agencies, companies are not outsourcing their HR requirements.

4. ANALYSIS AND INTERPRETATION

TABLE NO 4.1

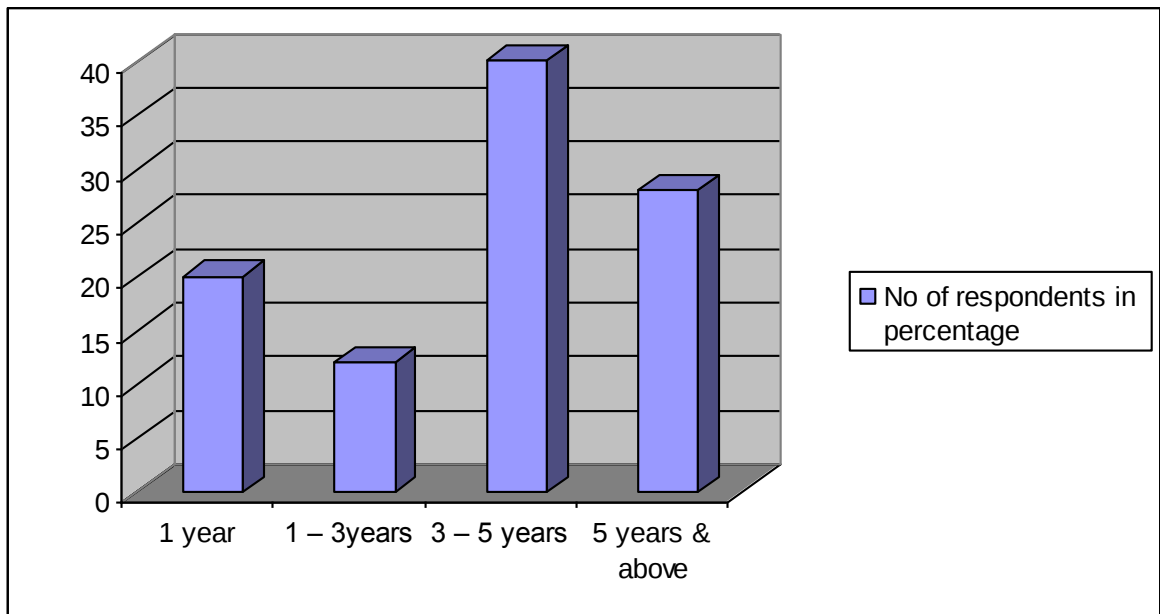
Table indicating number of years Acculogix has been on Client vendor list

Sl No	Particulars	No of respondents	Percentage
1	1 year	10	20
2	1 – 3years	6	12
3	3 – 5 years	20	40
4	5 years & above	14	28
	Total	50	100

Analysis:

Out of 50 clients, 20% of the clients have mentioned that Acculogix has been on their vendor list from 1 year, 12% of the clients from 1 – 3 years, 40% of the clients from 3 – 5years and 28% of the clients from 5 years & above.

4.1 Graph showing the number of years Acculogix has been on client vendor list



Inference :

From the graph we can infer that Acculogix has been on client vendor list as a seasoned Staffing partner as majority (40%)of the clients say that Acculogix has been associated with them from 3 – 5 years, 20% of the clients from 5 years & above.

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TABLE NO 4.2

Table indicating awareness of awareness of Acculogix Software Solutions

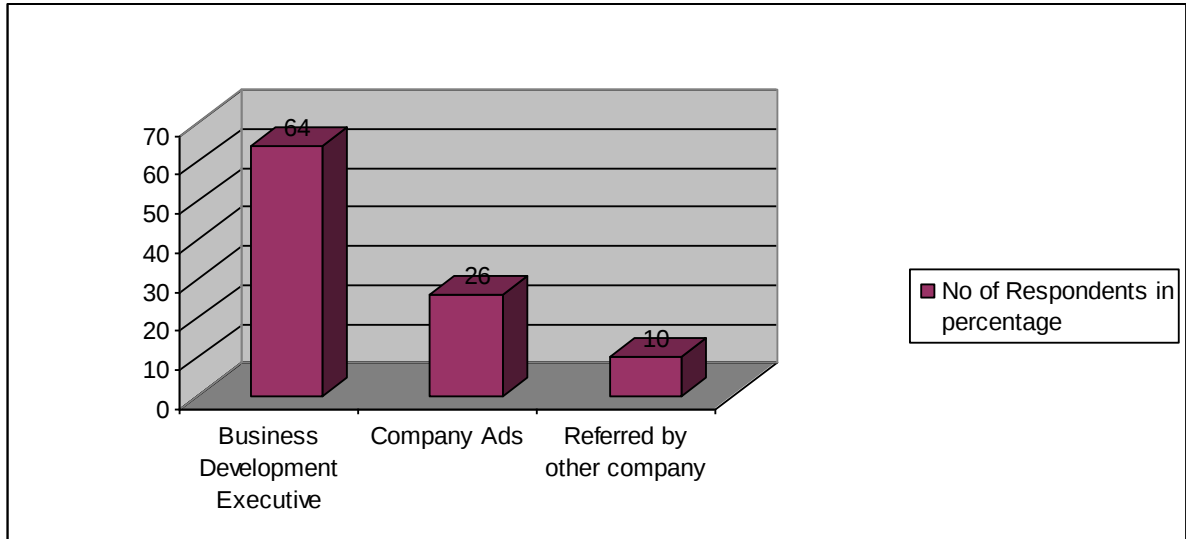
Sl No	Particulars	No of respondents	Percentage
1	Business Development Executive	32	64%
2	Company Ads	13	26%
3	Referred by other company	5	10%
	Total	50	100

Analysis:

Out of 50 clients, 64% of the clients are aware of Acculogix from Business Development executive, 26% of the clients from company ads & 10% of the clients were referred by other company.

.

4.2 Graph showing the awareness of Acculogix Software Solutions



Inference:

From the graph we can infer that Majority of the clients (64%) are aware of Acculogix software solutions from Business Development executive, Hence they play a pivotal role in establishing client contact.

TABLE NO 4.3

Table indicating the rating of different staffing attributes with respect to Acculogix

Sl No	Category	Excellent	Good	Fair	Poor
1	Resume management	30	20	Nil	Nil
2	Mapping	17	25	6	2
3	Networking	10	13	8	19
4	Confidentiality	27	15	6	2

Analysis:

Out of 50 clients

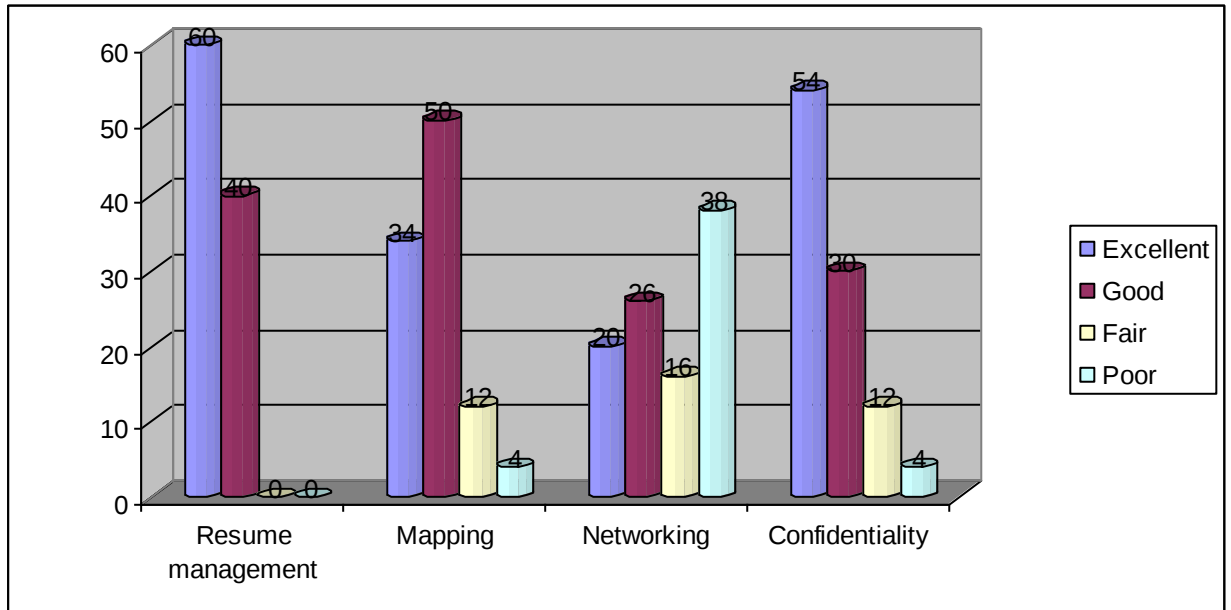
Resume Management: 60% of the clients mention that the resume management is excellent, 40% of the clients mention that is good.

Mapping: 34% of the clients mention that mapping is excellent, 50% of the clients are of the opinion that it is good, 12% of the clients mention it is fair, 4% of the clients mention it is poor.

Networking: 20% of the clients mention that networking is excellent, 26% of the clients are of the opinion that it is good, 16% of the clients mention it is fair, 38% of the clients mention it is poor.

Confidentiality: 54% of the clients mention that confidentiality is excellent, 30% of the clients are of the opinion that it is good, 12% of the clients mention it is fair, 4 % mention it is poor

4.3 Graph showing the rating of different staffing attributes with respect to Acculogix



Interpretation:

From the graph we can infer that among the key staffing attributes, Resume management is considered a priority as majority of the clients 60% mention that it is excellent and 40% mention it as good. Networking aspects should be improved as majority of the clients 38% mention it is poor.

TABLE NO 4. 4

Table indicating the rating of key account manager

Sl No	Category	Excellent	Good	Fair	Poor
1	Presentation skills	19	22	6	3
2	Domain Knowledge	4	6	28	12
3	Professionalism	28	16	5	1
4	Analytical skills	15	25	2	8

Analysis:

Out of 50 clients

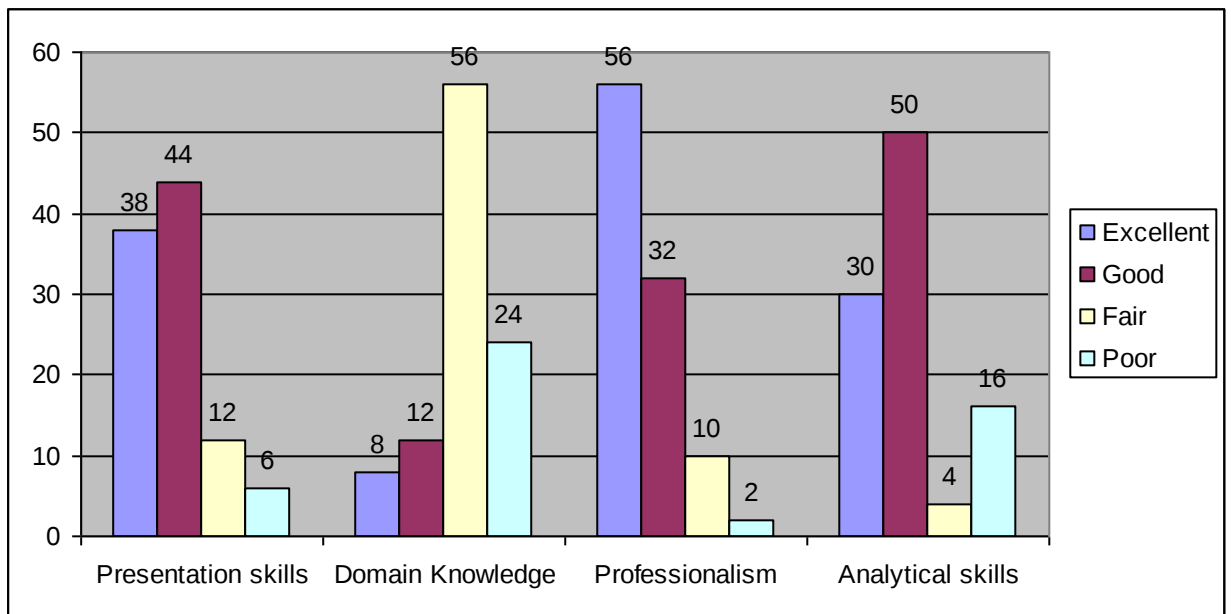
Presentation skills : 19% of clients mention that presentation skills is excellent, 44% of clients are of the opinion that it is good, 12 % of the clients mention it is fair, 6% of the clients mention it is poor.

Domain knowledge: 8% of clients mention that domain knowledge is excellent, 12% of the clients are of the opinion that it is good, 56% of the clients mention it is fair, 24% of the clients mention it is poor.

Professionalism: 56% of clients mention that professionalism is excellent, 32% of the clients are of the opinion that it is good, 10% of the clients mention it is fair, 2% of the clients mention it is poor.

Analytical skills : 30% of clients mention that analytical skills of key account manager is excellent, 50% of the clients are of the opinion that it is good, 4% of the clients mention it is fair. 16% of the clients mention it is poor.

4.4 Graph showing the rating of key account manager



Interpretation:

From the graph we can infer that key account manager lacks domain knowledge as majority of the clients 56 % mention it is fair. Hence adequate training should be provided to the key account manager to close the gap.

TABLE NO 4.5

Table indicating the rating of Staffing specialists by the clients

Sl No	Category	Excellent	Good	Fair	Poor
1	Pre – screening	36	11	3	nil
2	Scheduling	24	17	4	5
3	Follow up	31	15	1	3
4	Documentation	6	9	28	7

Analysis:

Out of 50 clients

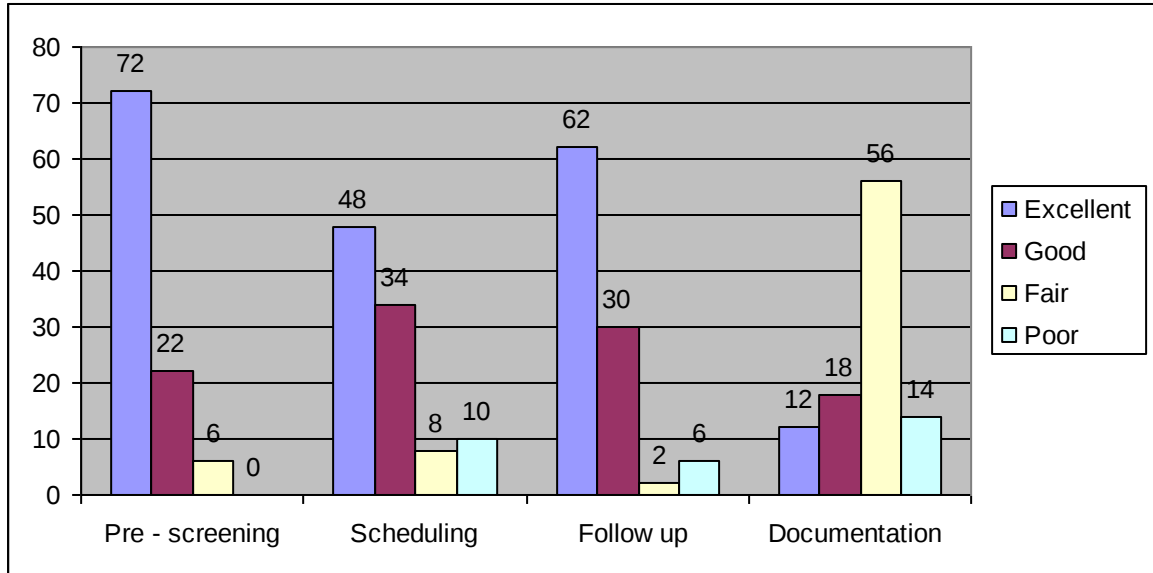
Pre – screening : 72% of clients mention that pre-screening is excellent, 22% of clients are of the opinion that it is good, 6 % of the clients mention it is fair.

Scheduling: 48% of clients mention that scheduling is excellent, 34% of the clients are of the opinion that it is good, 8% of the clients mention it is fair, 10% of the clients mention it is poor.

Follow up: 62% of clients mention that follow up is excellent, 30% of the clients are of the opinion that it is good, 2% of the clients mention it is fair, 6% of the clients mention it is poor.

Documentation: 12% of clients mention that documentation is excellent, 18% of the clients are of the opinion that it is good, 56% of the clients mention it is fair. 14% of the clients mention it is poor.

4.5 Graph showing the rating of Staffing specialists by the clients



Interpretation:

From the graph we can infer that clients are not satisfied with the documentation aspects of the staffing specialists as majority of the clients 56% mention it is fair. Pre – screening is considered effective as majority of the clients 72 % mention it is excellent while 22 % of the clients mention it is good.

TABLE NO 4. 6

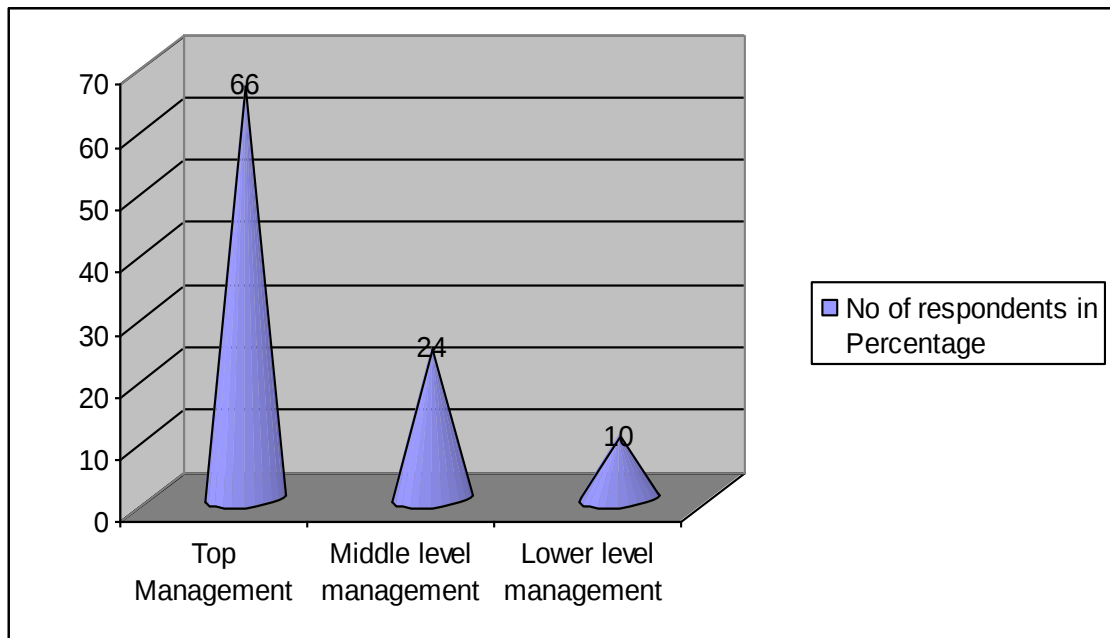
Table indicating effectiveness of Acculogix at different levels of staffing

Sl No	Particulars	No of respondents	Percentage
1	Top Management	33	66
2	Middle level management	12	24
3	Lower level management	5	10
	Total	50	100

Analysis:

Out of 50 clients, 66% of the clients are of the opinion that Acculogix is more effective in staffing at top management, 24% of the clients mention middle level management and 10% of the clients mention lower level management.

4.6 Graph showing effectiveness of Acculogix at different levels of staffing



Interpretation:

From the graph we can infer that Acculogix is successful and most effective in staffing at top management as majority of the clients 66% have mentioned effectiveness in staffing at top management. Hence staffing solutions at top management should be a priority.

TABLE NO 4.7

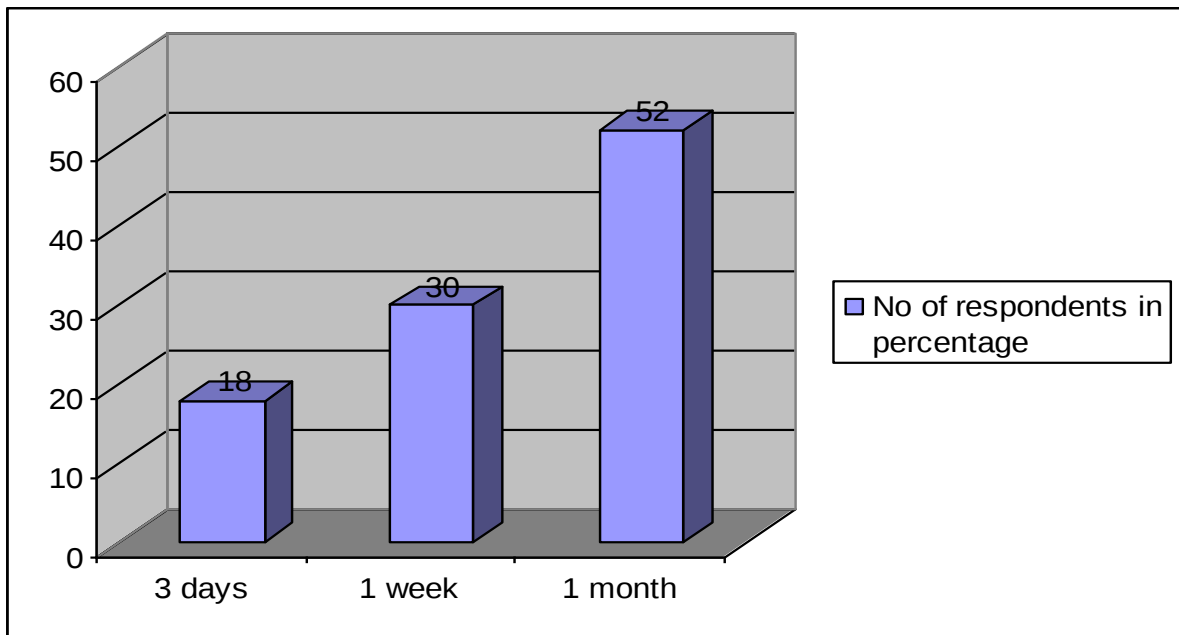
Table indicating effectiveness of delivery team of Acculogix in replacing the candidate

Sl No	Particulars	No of respondents	Percentage
1	3 days	9	18
2	1 week	15	30
3	1 month	26	52
	Total	50	100

Analysis :

Out of 50 clients, 18% of the clients are of the opinion that effectiveness of delivery team in replacing the candidate is 3 days, 30 % of the clients mention it as 1 week and 52 % of the clients are of the opinion it is 1 month.

4.7 Graph showing effectiveness of delivery team of Acculogix in replacing the candidate



Intrepretation:

From the graph we can infer that Acculogix is not very effective in quick replacement of the candidate as majority of the clients 52% have mentioned 1 month as duration for candidate replacement. Hence the company should provide candidate replacement within 3 days.

TABLE NO 4. 8

Table indicating infrastructural facilities of Acculogix for in - house events

SI No	Particulars	No of respondents	Percentage
1	Excellent	12	24
2	Good	30	60
3	Satisfactory	8	16
	Total	50	100

Analysis:

Out of 50 clients, 24% of the clients have mentioned infrastructural facilities for in – house events as excellent, 30 % of the clients have mentioned as good and 8 % of the clients are of the opinion that it is satisfactory.

4.8 Graph showing infrastructural facilities of Acculogix for in - house events



Interpretation:

From the graph we can infer that Acculogix infrastructural facilities for in house events is as per the industry standard as majority of the clients 60% have mentioned it as good.

TABLE NO 4.9

Table indicating rating of client servicing process of Acculogix software solutions

Sl No	Particulars	No of respondents	Percentage
1	Excellent	12	24
2	Good	20	40
3	Satisfactory	18	36
	Total	50	100

Analysis:

Out of 50 clients, 24% of the clients are of the opinion that client servicing process is excellent, 40 % of the clients have mentioned as good and 36 % of the clients are of the opinion that it is satisfactory.

4.9 Graph showing the rating of client servicing process of Acculogix software solutions



Interpretation:

From the graph we can infer that clients are satisfied with the existing client Servicing process, As majority of the clients 40 % of them mention it as good. Hence Client servicing process can be standardized to make it more effective.

TABLE NO 4.10

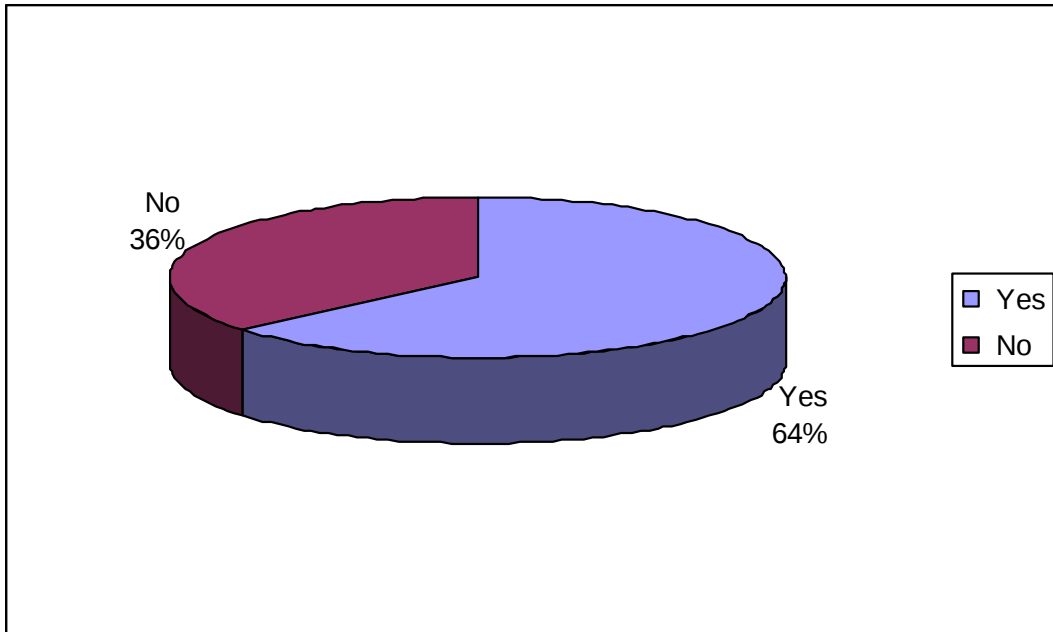
Table indicating awareness of Acculogix job portal www.jobshorizon.com

Sl No	Category	No of respondents	Percentage
1	Yes	32	64
2	No	18	36
	Total	50	100

Analysis:

Out of 50 clients, 64% of the clients mention that they are aware of job portal [Www.jobshorizon.com](http://www.jobshorizon.com). But 36 % of the clients are not aware of the job portal

4.10 Graph showing awareness of Acculogix job portal www.jobshorizon.com



Interpretation:

From the graph we can infer that majority of the clients 64 % are aware of Acculogix job portal www.jobshorizon.com

TABLE NO 4. 11

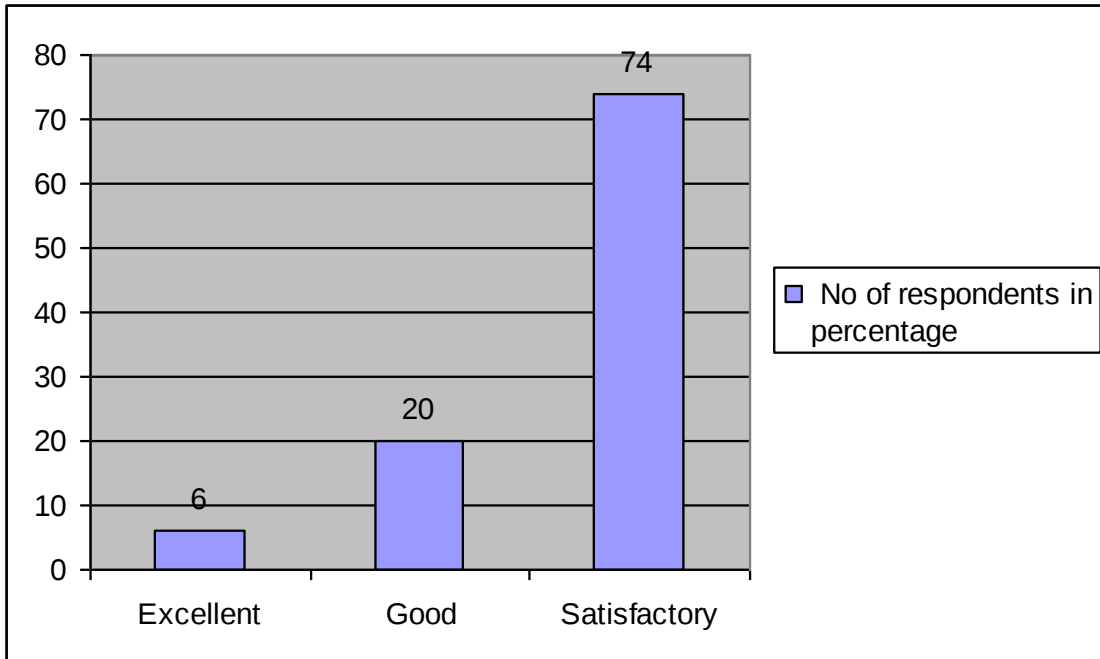
Table indicating client login and job posting at www.jobshorizon.com

Sl No	Particulars	No of respondents	Percentage
1	Excellent	3	6
2	Good	10	20
3	Satisfactory	37	74
	Total	50	100

Analysis:

Out of 50 clients, 6% of the clients are of the opinion that client login and job posting is excellent , 20 % of the clients have mentioned it as good and 74 % of the clients are of the opinion it is satisfactory.

4.11 Graph showing client login and job posting at www.jobshorizon.com



Interpretation:

From the graph we can infer that clients are not satisfied with the client login and job posting, As majority of the clients 74 % have mentioned it as satisfactory. Hence the company should lay emphasis on improving the client login and job posting features in the job portal.

TABLE NO 4. 12

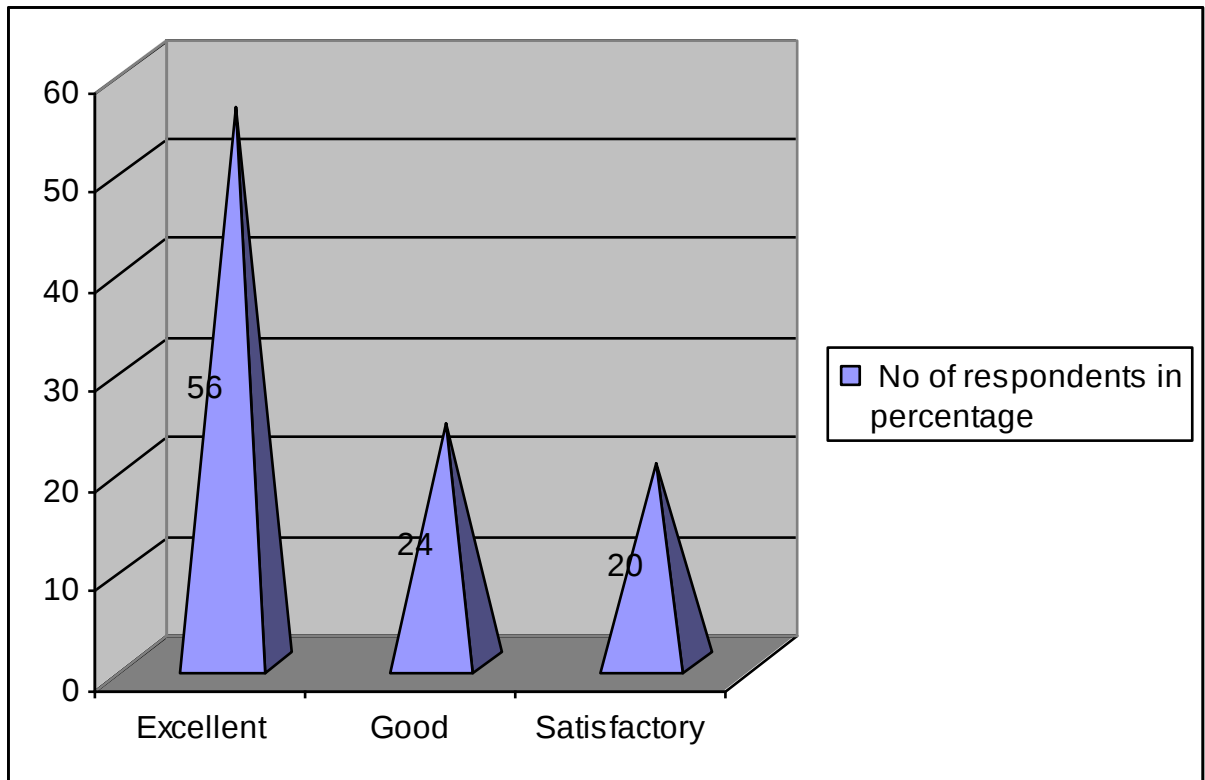
Table indicating rating of Acculogix in the vendor evaluation process of the client

Sl No	Particulars	No of respondents	Percentage
1	Excellent	28	56
2	Good	12	24
3	Satisfactory	10	20
	Total	50	100

Analysis:

Out of 50 clients, 56% of the clients are of the opinion that Acculogix in the clients vendor evaluation process is excellent. 24 % of the clients mentioned it as good and 20 % are of the opinion it is satisfactory.

4.12 Graph showing rating of Acculogix in the vendor evaluation process of the client



Interpretation:

From the graph we can infer that Acculogix is a successful staffing partner as majority of the clients 55% mention it as excellent in the vendor evaluation process.

TABLE NO 4. 13

Table indicating the ranking of staffing firms

Sl No	Category	1	2	3	4	Rank
1	Acculogix	20	15	5	10	2
2	Teamlease	24	16	7	3	1
3	Adecco people one	18	12	19	6	3
4	HR one management	13	10	17	10	4

Analysis :

Out of 50 clients

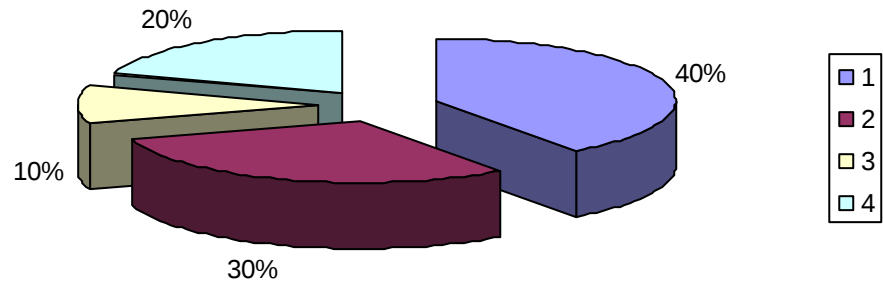
Acculogix : 40 % of the clients mention it is No 1, 30 % mention it is No 2, 10% of the clients mention it is No 3 and 20 % mention it is No 4.

Teamlease : 48% of the clients mention it is No 1, 32% mention it is No 2, 14% of the Clients mention it is No 3 and 6% mention it is No 4

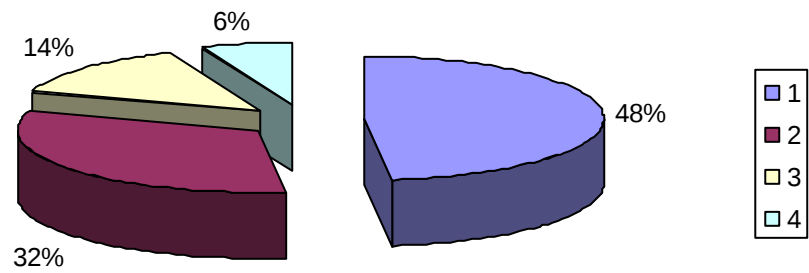
Adecco People one : 36% of the clients mention it is No 1, 24 % mention it is No 2, 28 % of the clients mention it is No 3 and 12 % mention it is No 4

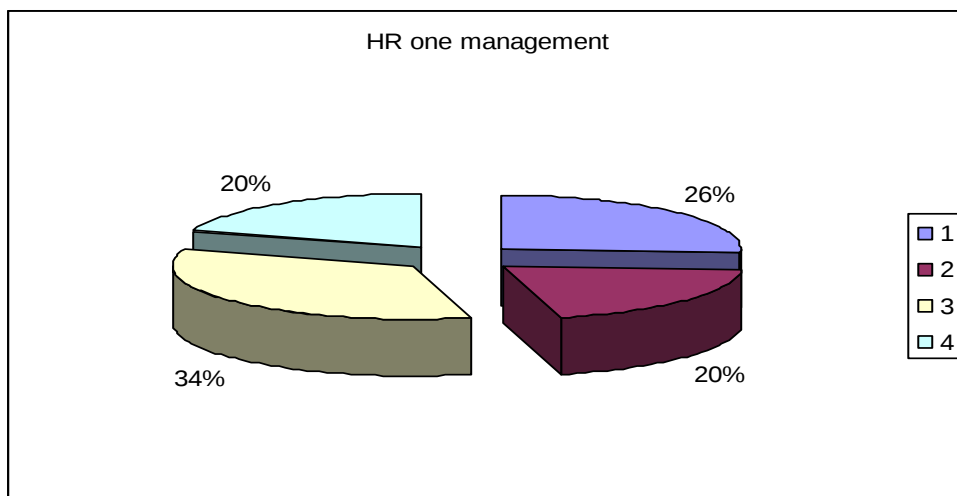
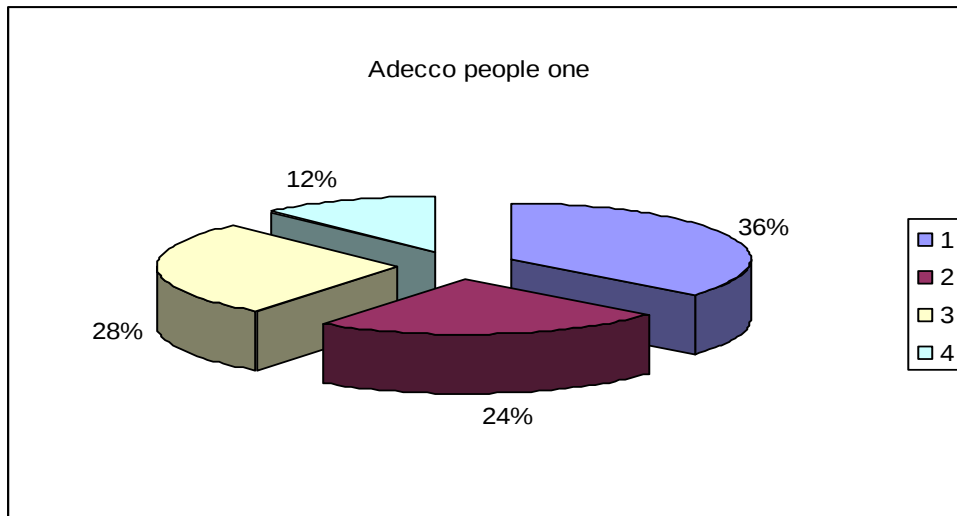
HR One Management: 26% of the clients mention it is No 1, 20 % mention it is No 2, 34% of the clients mention it is No 3 and 20 % mention it is No 4.

Acculogix



Teamlease





Interpretation :

From the graphs we can infer that Teamlease is the top staffing firm as majority of the clients 48% rank it as No 1. Acculogix is ranked No 2 by the clients.

TABLE NO 4. 14

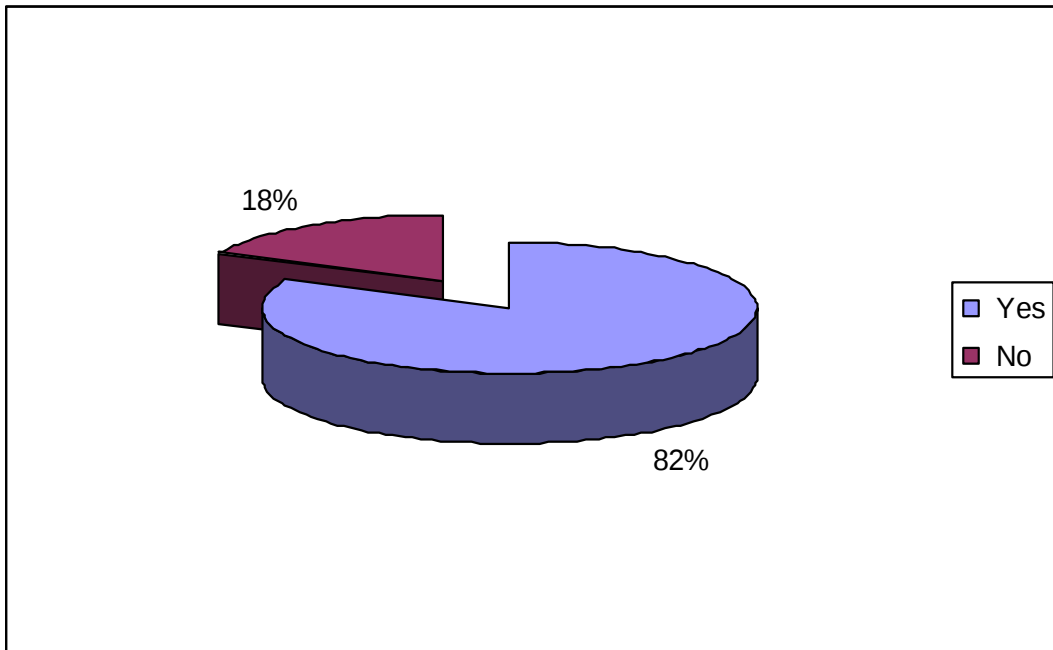
Table indicating referring Acculogix to other divisions

SI No	Category	No of respondents	Percentage
1	Yes	41	82
2	No	9	18
	Total	50	100

Analysis :

Out of 50 clients, 82% of the clients are of the opinion that they will refer Acculogix to their other divisions for their staffing needs. But 18% of the clients mention they will not.

4.14 Graph showing referring Acculogix to other divisions



Intrepretation:

From the graph we can infer that majority of the clients 82 % are willing to refer Acculogix to their other divisions for their staffing needs, Hence Acculogix is considered competent in catering to other divisions of the clients.

TABLE NO 4. 15

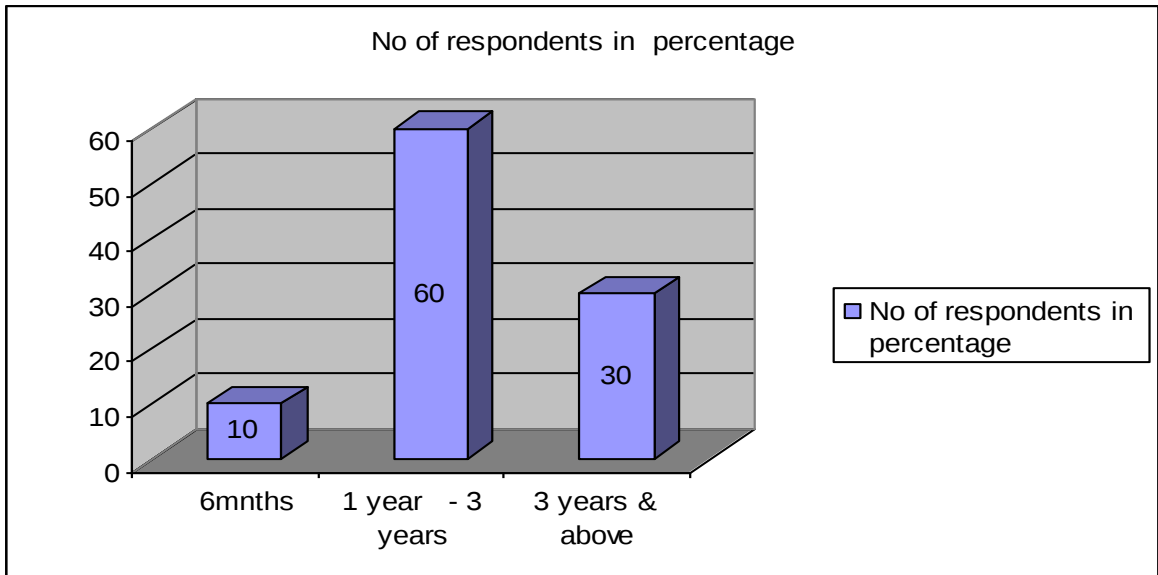
Table indicating number of years Acculogix to be considered as staffing partner

Sl No	Particulars	No of respondents	Percentage
1	Excellent	5	10
2	Good	30	60
3	Satisfactory	15	30
	Total	50	100

Analysis :

Out of 50 clients, 10% of the clients are of the opinion that they will have Acculogix as their staffing partner for 6mnths, 60 % of the clients mention it as 1year – 3 years and 30 % mention it as 3 years & above.

4.15 Graph showing number of years Acculogix to be considered as staffing partner



Intpretation:

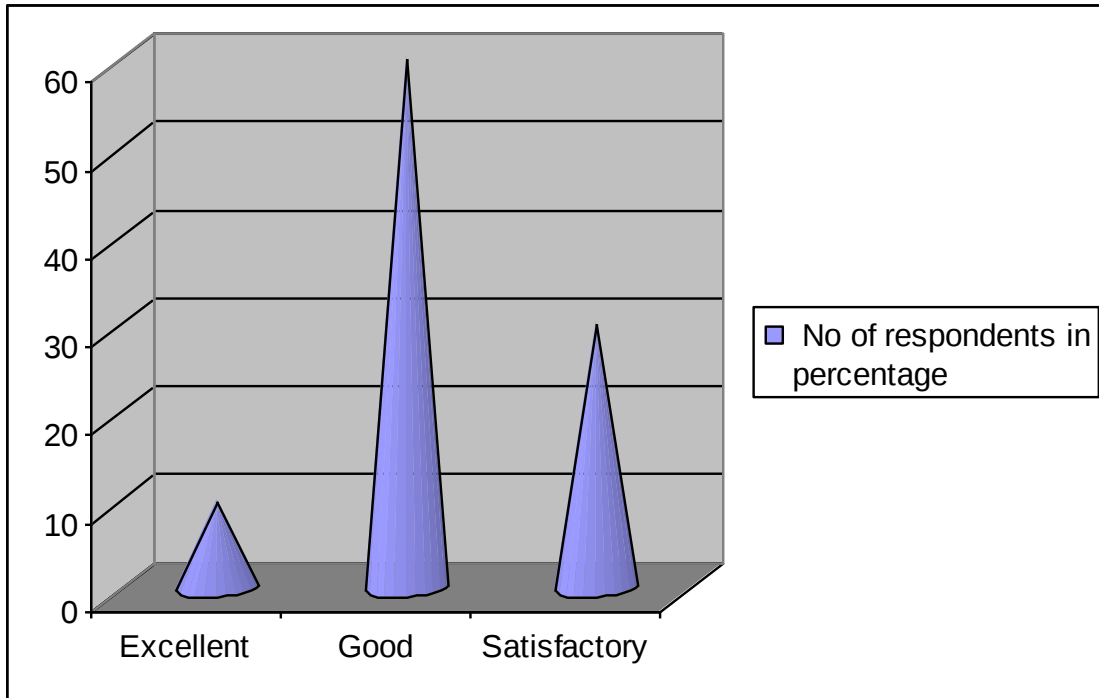
From the graph we can infer that clients want a long term staffing relationship with Acculogix as majority of the clients 60 % mention having Acculogix as their staffing partner for 1 – 3 years .

TABLE NO 4. 16

Table indicating overall experience with Acculogix as staffing partner

Sl No	Particulars	No of respondents	Percentage
1	Excellent	5	10
2	Good	30	60
3	Satisfactory	15	30
	Total	50	100

4.16 Graph showing overall experience with Acculogix as staffing partner



Intrepretation:

From the graph we can infer that Acculogix is considered among the key staffing partner by the clients as majority of the clients 60 % mention their overall experience as good.

5.1 SUMMARY OF FINDINGS

1. It has been found that Acculogix has been on client vendor list as a seasoned staffing partner from 3 – 5 years

2. It has been found that majority of the clients are aware of Acculogix software solutions through Business development executive, It emphasizes that business development executive are key in establishing client contact.
3. It has been found that among the key staffing attributes, Resume management is considered a priority. Networking is not upto to clients expectations.
4. The study has revealed that key account manager lacks domain knowledge, whereas clients are satisfied with the presentation skills & professionalism exhibited by the key account manager.
5. The study has revealed that documentation aspects of the staffing specialists is not transparent. Whereas clients are satisfied with the pre screening of the staffing specialists.
6. It has been found that Acculogix is successful and most effective in staffing at top management.
7. It has been found that effectiveness of delivery team of Acculogix in replacing the candidate is 1 month which is not feasible to the clients.
8. Infrastructural facilities of Acculogix for in house events is as per the industry standards as majority of the clients 60 % have mentioned it as good.
9. The study has revealed that client servicing process of Acculogix is competent and is designed to meet the challenges in client servicing.
10. It has been found that majority of the clients 64 % are aware of the Acculogix job portal www.jobshorizon.com
11. It has been found that majority of the clients 74 % are not satisfied with client login and job posting.
12. The study has revealed that Acculogix is considered as competent staffing partner as majority of the clients 55% have mentioned it as excellent in the vendor evaluation

process.

13. The study has revealed that Teamlease is the top staffing firm as majority of the clients have mentioned it as No 1, Acculogix is ranked No 2 by the clients
14. It has been found that majority of the clients 82 % are willing to refer Acculogix to their other divisions for their staffing needs
15. It has been found that majority of the clients 60 % mention as having Acculogix as their staffing partner for 1 year – 3 years
16. Acculogix with its key competencies in staffing has a distinct advantage of being the most preferred vendor as majority of the clients are satisfied with the overall staffing experience.

5.2 RECOMMENDATIONS

- The company should not rely itself on job portals and walk - in for sourcing candidates,Hence more emphasis should be given to networking aspects encouraging the staffing specialists to generate references by maintaining good rapport with the placed candidates and by being a part of various networking sites.
- The company should provide adequate domain knowledge to key account managers by providing them with training on various technologies applicable in the IT industry.
- The company should have a fool proof documentation procedure in place by having one staffing specialist solely for documentation work.
- The company being successful in staffing for top management should focus more on staffing for middle level and lower level management as it can effectively be a leader in contractual staffing.
- There should be in house automated resume managing system so as to provide quick candidate replacement.
- Client login and job posting features should be made simpler for client access.
- Client servicing process should be standardised and review meeting by top management with the clients so as to have an update on client servicing and staffing performance should be included in the process so as to give a competitive advantage to the company.
- The company has to conduct vigorous ad campaigns like newspaper advertisements and radio announcements to build brand awareness.
- The business development team should work sincerely towards conducting campus recruitment for the clients in all major colleges of Bangalore.

5.3 CONCLUSION

From this study we conclude that the consulting business is booming in the market i.e. In one or the other way all the companies require consultants to support their staffing needs . As the

company is also mainly a service base company. If anything goes wrong in servicing the clients there is a chance of losing the clients. The company follows the key aspects in client servicing. The effective resume management, project management, strong staffing team and competent business development team all of these make it a staffing leader in their business.

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WEBSITE:

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