Setting up of Organisation Enablers

Achieving future–readiness

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At Polycab, we are dedicated to creating joyful experiences for all our stakeholders. Over the next couple of years, our primary focus will be on driving digital transformation, where technology and business come together to drive organisational change

Mr. Ritesh Arora
President - Chief Digital Officer

Core Principles of Digital Vision

Re-defined Processes
Adaptability to **new-age business processes,** execution, and review mechanisms

Capability Building
Ability **to learn and adapt** to new technologies and processes

New Ways of Working
Design thinking, agile ways of working, open innovation, digital-first mindset

From	To
Large no. of siloed, rigid, non-scalable platforms	Few core, highly scalable, best-in-class and agile platforms
Multiple platforms per entity	1 entity, 1 platform with a simple and optimised UX
Playing catch-up	Industry leadership in digital-led business transformation

Towards Stakeholder Centricity

Over the next several years, Net Promoter Score (NPS), which is a proxy for customer loyalty, gauging customers' inclination to attract and refer new businesses and repeat business, will be a key metric for measuring the success of our digital initiatives. NPS will serve as a surrogate for financial growth in many cases. To achieve this goal, we will measure the score periodically for all stakeholders such as influencers, and distributors, and set target benchmarks for improvement.

We will establish baseline measurements and set target benchmarks for improvement. To ensure prompt resolution of customer requests, we will implement an action log with an escalation matrix.

Finally, there will be dashboards to provide real-time feedback and analysis to business units and responders, helping drive continuous improvement across our Company.

Digital Roadmap

Phase 1

Limited In-house Capabilities

> Lean Polycab Digital team
> Large-scale partners with deep skills
> Nimble and agile implementation of foundational projects

Phase 2

Building up of In-house Capabilities

> Support in-house for critical platforms
> Expanding Polycab team
> Algorithm development through an in-house team

Phase 3

Comprehensive In-house Capabilities

> Large in-house team
> Digitally mature organisation for speed and constant experimentation
> Leadership in innovation and cost-effectiveness