



Kale Logistics

Technology that Transforms



KALE ON THE MOVE



01 | Leadership Desk
Editor's Note

02 | Coffee with Swati

03 | How to win your
customers

04 | Beyond the
office corner

05 | Travelogue

06 | Happenings @
Kale

FROM THE LEADERSHIP DESK

Dear Colleagues,

On behalf of the management team, I would like to thank you all for contributing to the growth of our beloved company. With continued growth, the industry recognition has continued to pour in. In addition to being awarded the "Best Logistics IT provider" to the industry, we have also been empanelled on the United Nations European Commission as Trade Facilitation experts. It is encouraging to see that our sincere efforts have been recognised on prestigious forums.

Governments across the globe continue to seek our advice at improving on their 'Ease of doing business' ranking for the logistics industry. The year 2018 will be a landmark year for us. Our focus this year will be to work towards garnering customer delight in whatever work we do. I want each of you to pledge to create extremely satisfied customers for the individual products that you are developing or implementing. We exist for our customers and this year lets make it our focus to ensure that our customers are not just happy, but are extremely delighted by virtue of their association with us. I am sure that with your support and hard work, we can make this happen together. Thank you once again.

Amar More - CEO, Kale Logistics Solutions



EDITOR'S NOTE

As the year 2018 bounces to the month of March GO magazine has adorned a new avatar. Thanks to your valuable suggestions and feedbacks, we are ready to provide a delightful experience to our dear readers, with a revamped look and several new sections. So enjoy this issue with your coffee as GO banter with Swati, discovers some uncommon hobbies with Nitin Master and shares some wonderful perspectives on how to become a customer friendly enterprise. Travel through Mauritius with Bhavesh Nachnani's travelogue. Don't miss to rejoice in Kale's Happy moments as we share some flashes of happy times with you.

Bonne lecture!!





COFFEE WITH SWATI

Q

What would you do with your “15 minutes” of fame?

A

Find more reasons to glorify it further! Honestly, given the 15 min, rather than exaggerating ‘What have I been doing’, I’ll vouch for ‘What I am capable of doing’. I say this because we, as humans have a tendency to recognize only what we see.

Q

Any advice for your previous boss?

A

Individual should be motivated enough from inside. He/she shouldn’t be seeking external motivation to set individual development goals

Q

What do you work toward in your free time?

A

Smile on Mistakes! Knowingly/Unknowingly we do/observe lot of mistakes around & smiling to them is a silent sync to your own eccentricities, that going forward I’ll be more cautious of what I do.

Q

What will you NEVER do?

A

Laugh Boisterously!

Q

If you could talk to the prime minister of our country, what would you talk about?

A

Mann kee Baat!

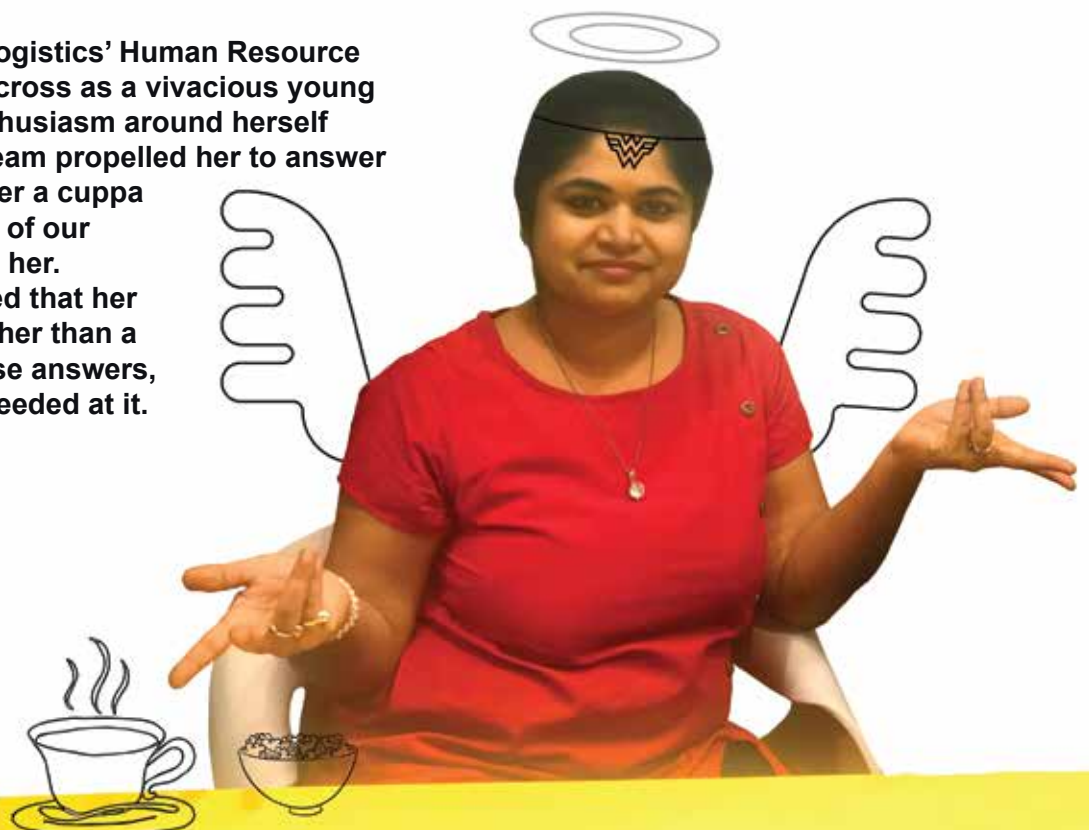
Q

How long does it take you to get ready in the morning?

A

5 minutes

Swati Gupta heads Kale Logistics’ Human Resource Department. She comes across as a vivacious young woman with brimming enthusiasm around herself that is effervescent. GO Team propelled her to answer some quirky questions over a cuppa coffee. Here is an account of our interesting tete-a-tete with her. For starters, she mentioned that her motto is, share a smile rather than a frown & we think with those answers, she has pretty much succeeded at it.



HOW TO WIN YOUR CUSTOMERS

A study by American Express reveals that 60% of people claim to have encountered a bad Customer Service experience at some time. This research also claims that people are three times more likely to share a bad experience than a positive experience. Customer service is a secret weapon. It is a service provider's duty to shift the customer's expectation to a mutually agreeable solution, without dissatisfying the customer. Research has shown that 75% of the purchases come from repeat customers.

Make Your Customer Feel Heard: Surprise customers by responding quickly. The fate of any business is virtually sealed in the first 30 seconds of interaction. Customers will come back to a brand repeatedly when they know that a problem will be addressed. The degree to which one can go towards converting an unhappy customer into a vocal advocate is a crucial aspect.

Damage Control: One unhappy client can reach literally thousands of people by sharing grievance virally. Sadly, negative comments seem to be more contagious than positive ones. Providing good customer service and making customers feel heard minimises negative publicity.

Build a Positive Reputation: Unhappy customer who is transformed into a delighted one become more loyal than a satisfied customer. When customer delight is ensured by resolving issues and exceeding expectations, customers are likely to be motivated and excited to share a story. There is nothing like unsolicited, positive, authentic customer testimonials, to improve a brand image.

Seize the Opportunity for Improvement: Common customer issues can reveal where your business needs improvisation. As CEO Patrick Doyle stated in a documentary created by Dominos to show how they listened to their critics, "You can either use negative comments to get you down, or you can use them to excite you and energize your process of making a better pizza. We did the latter."

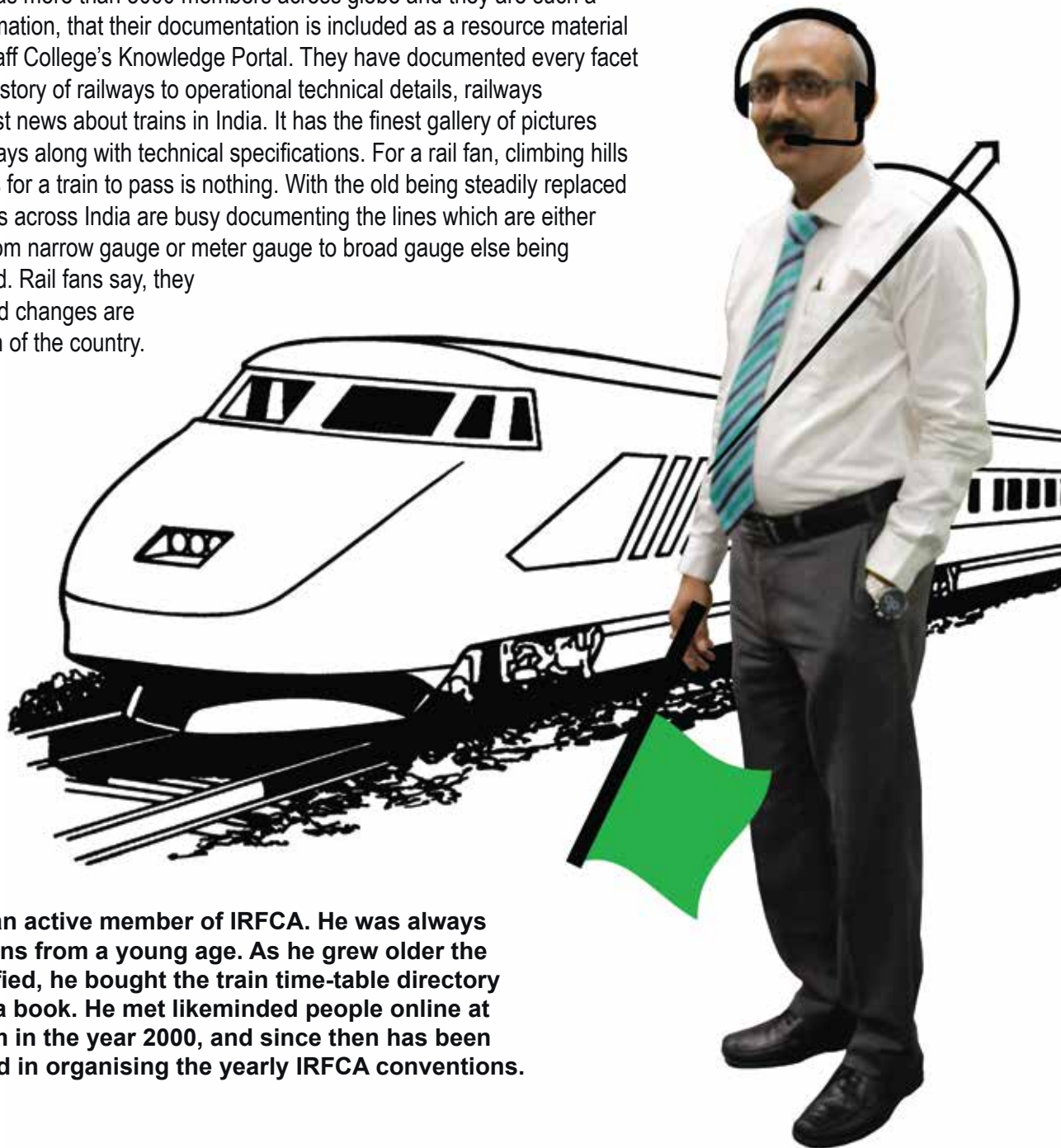


BEYOND THE OFFICE CORNER

For the love of Rails

Recently, a ticketing clerk at Church gate was stumped when a person asked him to give ticket to go to Chatrapati Shivaji Terminus (CST). The clerk asked him, to just walk down or hire a cab. It is, after all only a kilometre and half away. "No", the person insisted that he has to go to CST via Dadar. In the end, he took a 15 km, 40-minute detour to reach a destination he would have otherwise reached in less than 15 minutes. Welcome to the world of Rail Fanning. They have details of trains like; schedule, routes and distances memorised the way you would know your simple multiplications tables. This is a forum to discuss all aspects of railways, called Indian Railway Fan Club (IRFCA). The group gives them a sense of identity, the IRFCA is a discussion group, connecting many fans particularly interested in railways in India. Forum runs around hundred and fifty to two hundred posts in a day.

Today, the group has more than 5000 members across globe and they are such a huge mine of information, that their documentation is included as a resource material for Government Staff College's Knowledge Portal. They have documented every facet of Railways from history of railways to operational technical details, railways travelogues to latest news about trains in India. It has the finest gallery of pictures of the Indian Railways along with technical specifications. For a rail fan, climbing hills or waiting for hours for a train to pass is nothing. With the old being steadily replaced by the new, rail fans across India are busy documenting the lines which are either about to convert from narrow gauge or meter gauge to broad gauge else being dismantled for good. Rail fans say, they know; the new rapid changes are good for the growth of the country.



Nitin Master is an active member of IRFCA. He was always intrigued by trains from a young age. As he grew older the passion intensified, he bought the train time-table directory and read it like a book. He met likeminded people online at the IRFCA forum in the year 2000, and since then has been actively involved in organising the yearly IRFCA conventions.

TRAVELOGUE

Mauritius: A Paradise on Earth

Mauritius

Mauritius or Ile' Maurice, as it is referred to in French, is a small island in the middle of the Indian Ocean. It is located to the east of Madagascar Island, near South Africa. The capital of this island country is Port Louis. With a total population of around 1.2 Million and a society of multi ethnic backgrounds, the country offers a potpourri of Chinese, Indian, French, and African experience, all rolled into one. However, the majority are Hindus and people of Indian origin. The scenic beauty is marvellous with serene blue beaches and captivating clear waters.

Work at Mauritius

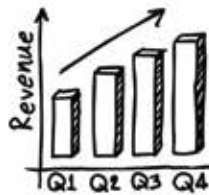
My work takes me to Mauritius quite often. When you reach the airport, the first thing that strikes you is the signboards in Hindi. The roads and traffic is easy to navigate and I generally prefer to rent a car and enjoy the pristine beauty.

The Indian connection

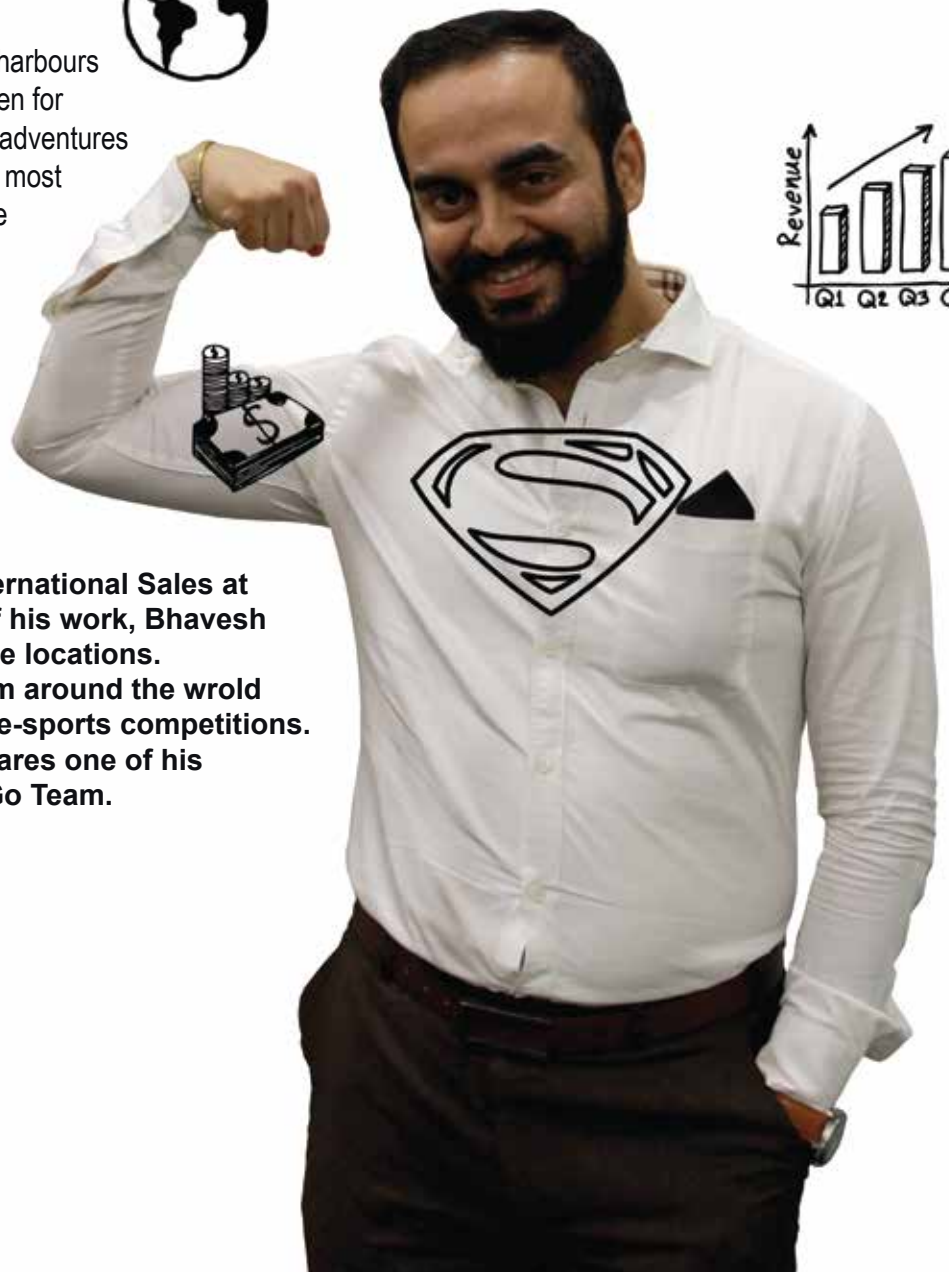
There are only three countries, which are 'Hindu Rashtra' – India, Nepal & Mauritius. Official languages of Mauritius are English and French. Creole is their local dialect. India is also the top tourist destination for Mauritians as they dream of experiencing Indian hospitality.

Places to be in Mauritius

With beautiful beaches - Casella Park is one place not to be missed. The garden hosts versatile types of flora and fauna to enjoy. It harbours unusual species like white lions and is a haven for bird lovers. Snorkelling and diving are some adventures that can be a window to witness some of the most exotic species of marine life. Appreciating the distinct beauty of Mauritius, Mark Twain reportedly said, "You gather the idea that Mauritius was made first, and then heaven, and that heaven was copied after Mauritius



BHAVESH NACHNANI looks after International Sales at Kale Logistics Solutions. By virtue of his work, Bhavesh often travels to world's most exquisite locations. His passion in e-sports also takes him around the world where he represents India in several e-sports competitions. In this feature, Bhavesh Nachnani shares one of his favourite travel experience with the Go Team.



HAPPENINGS @ KALE



Christmas spirit @ Kale



Poster making competition to commemorate the Republic Day

HAPPENINGS @ KALE



CONGRATULATIONS !

The International Software Testing Qualifications Board's Foundation Level Syllabus forms the basis for International Software Testing Qualification and is aimed at gaining understanding of software testing. Recently Kale Logistics' testing team cleared this globally recognised certification test and got the ISTQB Foundation Level Certification. We are proud that our team passed the certification with great efforts, balancing their routine tasks alongside. The certification is not just a value addition for employees, but has also improved the company's standing as a global organization. The company has once again proved that employee reinforcement is central to the company's vision in establishing a conducive workplace.



Celebrating Kale's women power on Women's Day



Birthday Blast



Lecture on efficient time management



Festivities of Makarsankranti

HAPPY NEW BEGININGS @ KALE

CONGRATULATIONS AND JUBILATIONS !!

As you embark on a new chapter of your life; Kale family joins in wishing you happiness to keep you warm through every phase that crosses your path.



Vinod Kadam & Priyanka



Pravin Betkar & Shilpa



Vivek Potdar & Darshana



Vidya Batavale & Girish



Priti Ujal & Deepak



Mayuri Sawant engaged to Sagar



Krunal Jain & Akshata



Vaibhav Mulik engaged to Bhagyashree

11 SHOCKING EMPLOYEE HAPPINESS STATISTICS THAT WILL BLOW YOUR MIND



COMPANIES WITH HAPPY EMPLOYEES OUTPERFORM THE COMPETITION BY

20%

1

2



HAPPY EMPLOYEES ARE

12% MORE PRODUCTIVE

67%

OF FULL-TIME EMPLOYEES WITH ACCESS TO

FREE FOOD

AT WORK ARE "EXTREMELY" OR "VERY" HAPPY AT THEIR CURRENT JOB



3

4



HAPPY SALESPEOPLE PRODUCE

37% GREATER SALES

5

36%

OF EMPLOYEES WOULD GIVE UP

\$5,000

A YEAR IN SALARY TO BE HAPPIER AT WORK



6

CLOSE WORK FRIENDSHIPS BOOST EMPLOYEE SATISFACTION BY 50%

PEOPLE WITH A BEST FRIEND AT WORK ARE

7X

MORE LIKELY TO ENGAGE FULLY IN THEIR WORK



7



THE TOP 3 FACTORS CONTRIBUTING TO JOB SATISFACTION ARE

- JOB SECURITY
- OPPORTUNITIES TO USE SKILLS AND ABILITIES
- ORGANIZATION'S FINANCIAL STABILITY

8

9

EMPLOYEES WHO REPORT BEING HAPPY AT WORK TAKE

10X

FEWER SICK DAYS THAN UNHAPPY EMPLOYEES



10

FORTUNE'S "100 BEST COMPANIES TO WORK FOR" ENJOYED A RAISE IN STOCK PRICES OF

14% PER YEAR FROM 1998-2005, COMPARED TO **6%** FOR THE OVERALL MARKET



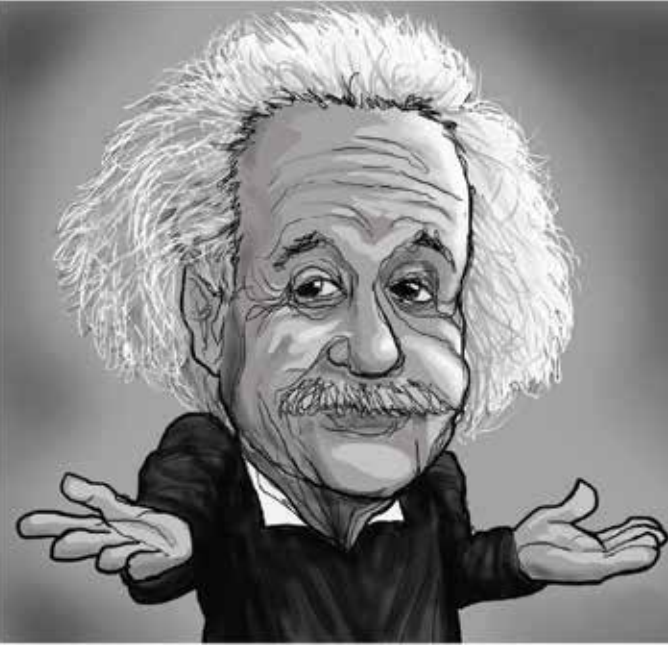
ONLY 42%

OF EMPLOYEES ARE HAPPY WITH THE REWARDS AND RECOGNITION THEIR COMPANIES OFFER



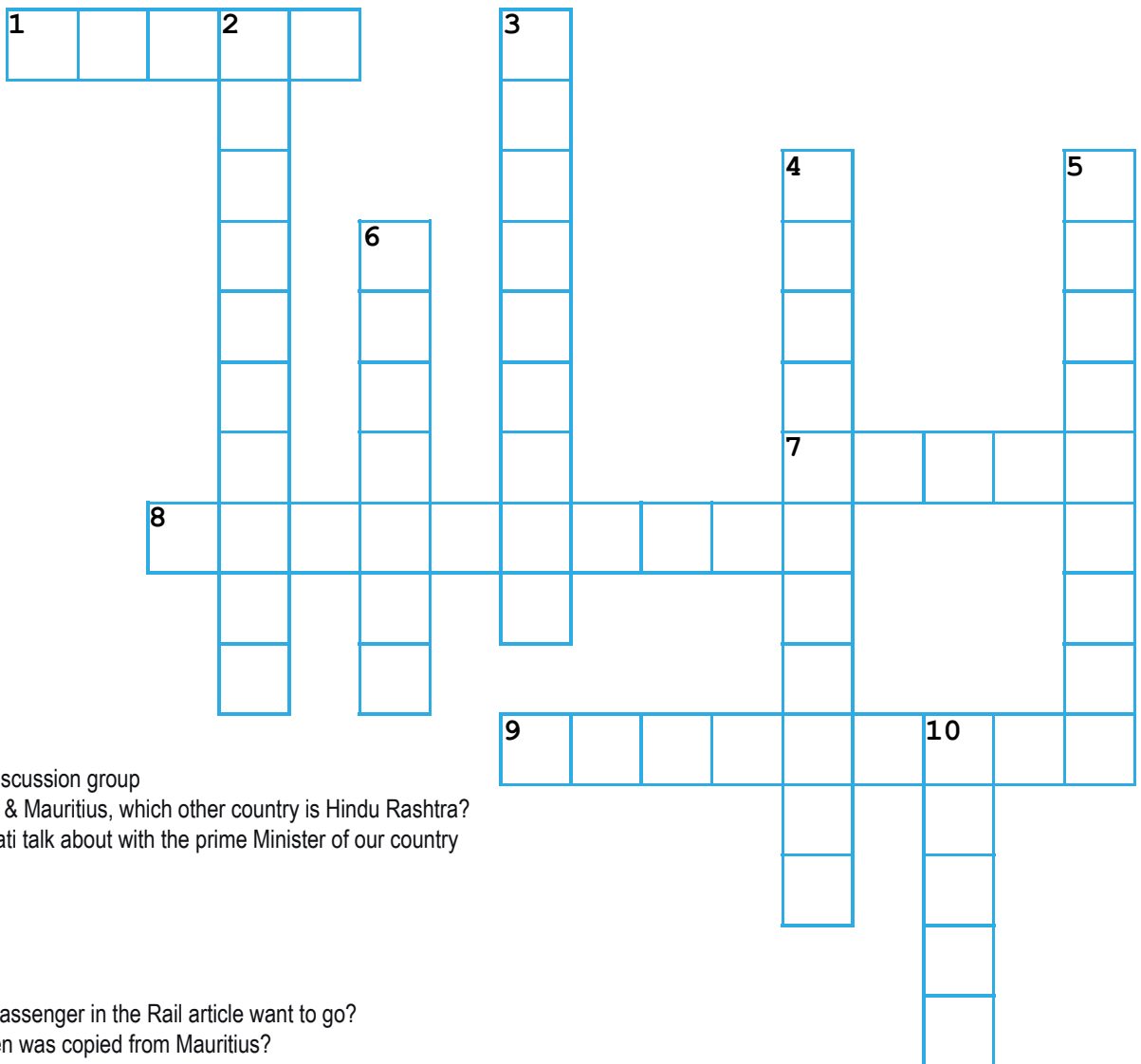
11

GO BRAINER



Read this GO issue to know the answers to the below crossword.

Two Lucky winners will receive exciting gifts. So hurry and email a completed crossword to: gauri.sathe@kalelogistics.in or put it in the marketing drop box with your name & team name.



Across

1. A railways fan discussion group
7. Apart from India & Mauritius, which other country is Hindu Rashtra?
8. What would Swati talk about with the prime Minister of our country
9. A tourist haven

Down

2. Where did the passenger in the Rail article want to go?
3. Who said heaven was copied from Mauritius?
4. According to research what percentage purchases come from the repeat customers?
5. Capital of Mauritius
6. Which company listened to its critics and turned it into a room for improvement?
10. Which foundation level certificate did Kale's Testing team

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