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EMPLOYEE STANDARDS

5 Minutes

Three non-negotiables. Every employee. Every day.

WorkCredo · OKRX · SOP — The Foundation of Every Role at TheCustomer.AI

01 WorkCredo Policies

WHAT IT MEANS

- ✓ All published policies are fully read
- ✓ Understood - not just acknowledged
- ✓ Aligned with the 4 Core Values
- ✓ No selective compliance
- ✓ "I didn't know" is never acceptable

4 CORE VALUES

Excellence	Integrity
Agility	Impact

02 OKRX + QS Credits

WHAT IT MEANS

OKRX —
OKR + X: Experiences — not just outcomes, but the quality of experience delivered

Refined Quarterly —
OKRX targets set and recalibrated every quarter against business reality

QS Credits linked —
Monthly QS Credit target of 100 is your OKRX execution proof

Visible Dashboard —
OKRX progress visible to you and your manager in real time

X = Experience delivered to every customer, every time.

03 Standard Operating Practices

WHAT IT MEANS

- ✓ SOPs are the operating baseline — not guidelines
- ✓ Every process has a defined SOP
- ✓ Adherence is measured, not assumed
- ✓ Deviations must be flagged — not ignored
- ✓ SOPs evolve — but never abandoned mid-cycle

SOP non-adherence = direct QS Credit deduction.
Repeat non-adherence = formal performance review.

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CUSTOMER EXPERIENCE (CX) IS EVERYTHING

5 Minutes

CX is not a department. It is the company.

CX is the sum of every touchpoint – and every employee owns it.

CX IS NOT JUST SERVICE

New Customers

Every prospect's first impression IS your CX. It starts before the sale.

Existing Customers

Retention = CX. A handled complaint well keeps a customer for life.

Renewals

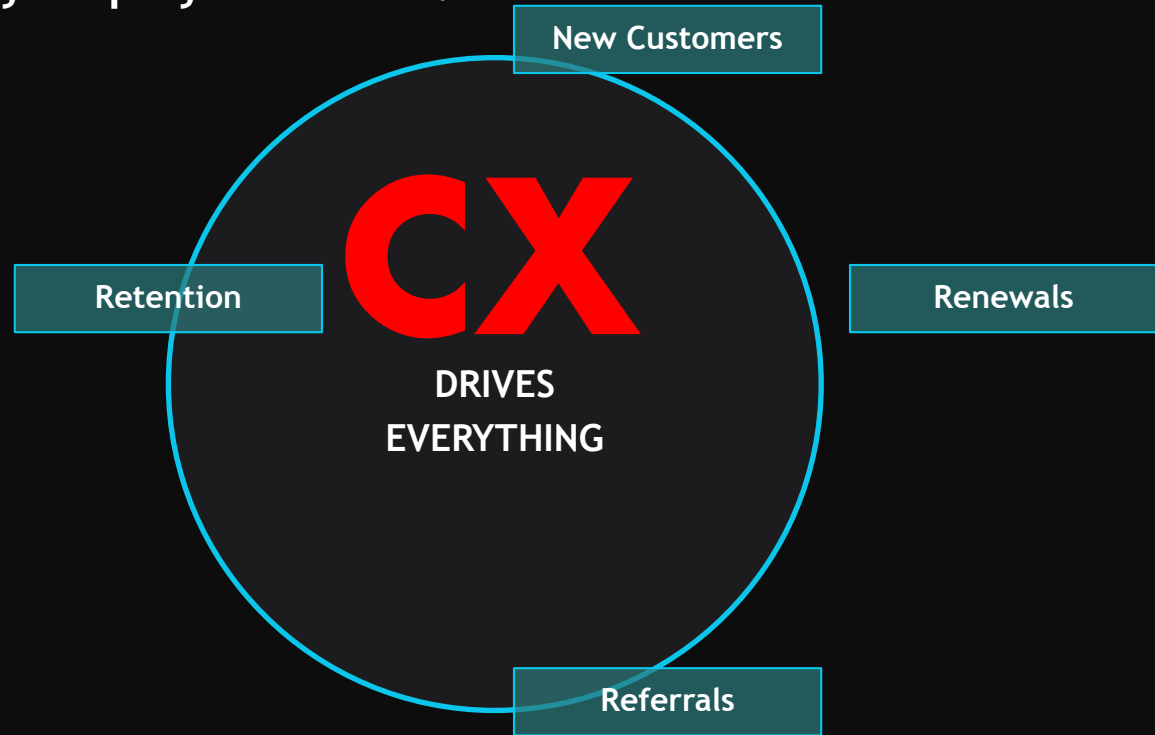
Customers renew when they remember the experience — not just the product.

Referrals

Best new business comes from customers who experienced excellence.

Revenue Growth

Companies with superior CX grow 4-8% above market. It's measurable.



Every 1 point improvement in Customer Satisfaction Score
 = measurable increase in revenue retention and referral rate.

This is why every employee owns CX — not just the customer-facing team.

CX data belongs in the CRM. Every interaction. Every employee.

THE CRM MANDATE

You are a data collection engine for the company.

Every interaction = intelligence. Put it in the CRM.

→ **Customers —**

All client interactions — meetings, calls, feedback, complaints — logged in CRM

→ **Prospects —**

Any new contact, warm lead, referral name, LinkedIn connection — CRM entry

→ **Partners —**

Alliance partner contacts, conversations, and collaboration data — CRM

→ **Campaign Fuel —**

This data powers future email campaigns, outreach, and growth initiatives

→ **QS Credit linked —**

CRM data entries will be tracked as a QS Credit activity going forward

WHO OWNS CX?

EVERYONE.

Not just Account Managers. Not just Support. Not just Sales.

Every person who touches a deliverable touches the customer experience.

Engineer

Your code = client's uptime experience

Analyst

Your report = client's decision confidence

QA Engineer

Your test = client's trust in quality

HR Team

Your hire = client's future experience

Operations

Your SOP = client's consistent delivery

Management




Your leadership = team's CX culture

We do not accept average customer experiences. Not internally. Not externally.

RESPONSIVENESS

Every client query, email, or request gets a response within defined SLA windows. No exceptions. Silence is not professionalism — it is failure.




KEY PRACTICES

-  24-hour response: all inbound
-  Same-day acknowledgement: always
-  Resolution within SLA: tracked via QS

DATA INTEGRITY

All client and prospect data is entered into CRM accurately and promptly. Data is the fuel for future revenue. Dirty data = missed opportunities.




KEY PRACTICES

-  CRM entry after every interaction
-  Prospect data: within 24 hours of contact
-  Campaign data: 100% CRM-sourced

CONTINUOUS LOOP

CX is not a one-time project. It is a continuous improvement loop. Every piece of client feedback triggers a process review. We get better every quarter.

KEY PRACTICES

-  Monthly NPS / CSAT check-in
-  Quarterly CX audit per client
-  Annual CX programme review

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FY27 COMPANY ROADMAP

7 PRINCIPLES

5 Minutes

This is how we grow. This is what we stand for.

Four Principles That Define How We Operate.

1



Hire the Best. Only the Best.

We hire for potential, attitude, and IQ. No settling. No compromises. One wrong hire costs more than one empty seat. Quality over speed — always.

WorkCredo Alignment: Hiring is a company-wide responsibility

2



AI First — Products, Services & Scale

Leverage AI to build Products, augment Services, and scale Business. AI is not optional tooling — it is our core operating philosophy across every team.

OKRX: Each team has an AI adoption KR for FY27

3



Systems, Processes & Rigorous Implementation

Use Systems. Define Processes. Ensure Rigorous Implementation. Ideas without systems are just wishes. SOPs exist because they work — use them.

SOP: Every deliverable has a defined process by Q1 FY27

4



EX Matters — But Not Pampered

Employee Experience (EX) matters. But we are building a Professional Virtuoso Culture — not a comfort zone. High standards. High support. High growth.

QS Credits: EX investment is measured by output, not intent

Three Principles That Define How We Grow.

5 10x Growth — Everyone Aligned on Scaling



10x Growth from different spheres — Businesses, Partnerships, and every team member. Everyone is aligned on scaling business — not spending on the premises. Revenue thinking is not the MD's job alone. It is everyone's.

MANDATE

- ✓ Every employee contributes to pipeline
- ✓ Cross-sales activities tracked in QS Credits
- ✓ Partnership leads: CRM entry mandatory
- ✓ Budget discipline: zero wasteful spending

6 Agility — Never Seen Before



Building TheCustomer.AI Company with Agility never seen before. Lack of Agility is simply non-performance. We move fast. We decide fast. We execute fast. Slow thinking is a luxury we cannot afford.

MANDATE

- ✓ Sprint-based delivery across all teams
- ✓ Decision cycle: maximum 48 hours
- ✓ No indefinite 'under review' status
- ✓ Agility KR in every employee OKRX

7 Cross-Border Expansion & New Models



Cross-Border Business and Customer Expansion. Different shifts and Different Models. We are not a Delhi company. We are a global company operating from India — and that changes everything about how we think, work, and schedule.

MANDATE

- ✓ Multi-timezone shift coverage by Q2 FY27
- ✓ International client pipeline: active
- ✓ New delivery models: output-based
- ✓ Global CRM: all cross-border data captured

One Vision. Seven Principles. Every Employee. Every Day.

1 Hire the Best, Only the Best

Quality over speed. No settling. Ever.

2 AI First — Products, Services & Scale

AI is the operating philosophy. Not a tool.

3 Systems, Processes & Rigorous Implementation

SOPs are not optional. Rigour is the standard.

4 EX Matters — Professional Virtuoso Culture

High standards. High support. No pampering.

5 10x Growth — Aligned on Scaling

Everyone is a revenue contributor. Always.

6 Agility Never Seen Before

Slow = non-performance. Move fast. Decide fast.

7 Cross-Border Expansion & New Models

We are a global company. Act like it.



These 7 Principles are not aspirational. They are operational. They govern every hire, every task, every QS Credit, every client interaction, and every decision — effective immediately.