



Iris Global eyes to outgrow its competitors by excelling in all its business lines

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Himashu Chawla
COO & Technology Lead
Iris Global

Brand Positioning vs. Marketing Tactics

A Brand is built brick by brick by adding value to customers and not via adverts alone. We believe customers are our best advertisement and we value word of mouth, since they have the power to influence and generate mind share towards long term success of the company as regards competitive advantages. We focus on operational excellence, deliver value with trust and integrity in our actions.

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Theme:



Himashu Chawla
COO & Technology Lead
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We will continue to grow our business ahead of the markets and in a decent double digit on a YoY Basis for the next 3-5 years and aim to achieve accelerated bottom line by March, 2019 and excel in all lines of business including mobility, cloud, productivity with a special focus on Opex solutions. We have best in class product partnerships and team to address customer needs and requirements. We aim to have in excess of 95% retention scores on our customers with our efficient services and attention. We continuously measure the performance metrics such as CSAT, ESAT, PSAT on periodic basis and this gives us proactive inputs to continuously improve our services levels.

Good data for a Good Brand Strategy

Empowerment of our team/s is fundamental to our core philosophy since we are a start-up in IT Services and Technology Integration domain covering SMEs, Mid-sized companies and large enterprises.

Iris Global Services aim to profitably grow our business by adding superior value to our customers and eradicate their business pain using technology. We primarily focus on Mobility, Intelligent Cloud Solutions, Productivity solutions such as Field force automation, HR Automation, CRM solutions besides systems integration and network

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We are building the "Iris Innovation Alliance" which has the domain competence to deliver digital solutions and offer best in class technology services to meet the customer needs in today's competitive era.

R&D driving Growth

We would be leveraging Iris Innovation Alliances to add value to customers. Besides, this we also train and develop our team's competence on periodic basis. We believe that a start-up like us can best leverage R&D of our partners since that is the most viable option in today's fast changing technology witnessed in recent time. It is prudent to invest time towards customer enablement and that we continue to do by providing best customer experience in everything we do in our day to day interactions with our customers.

Customer experience is essential to success of our company since that generates repeat business and recurring revenues as regards annuity business as well. Our leadership team also mentors our team members, and we also invest time and money for continuously training our sales and support team besides back-end support team to improve skills and domain competence for serving our customers better.

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