

INTERNET SECTOR



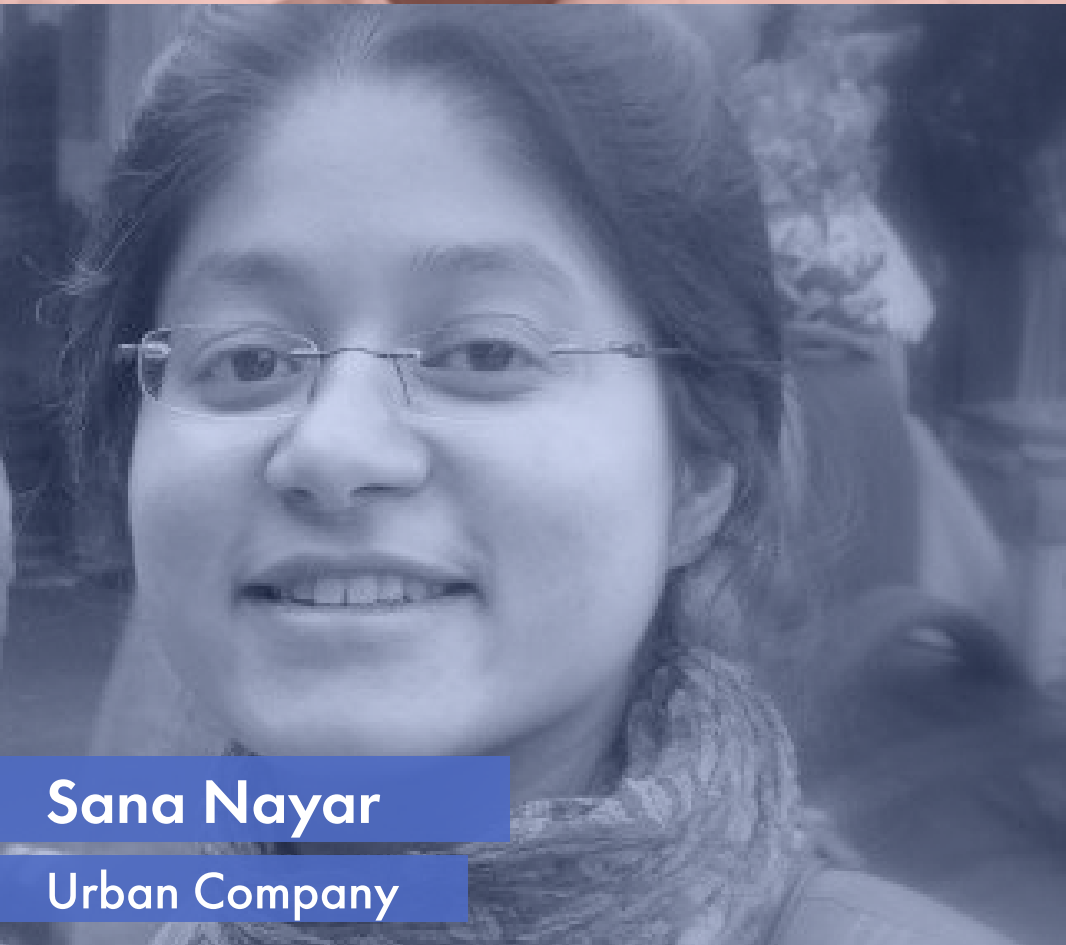
Ankush Arora
Grofers



Behram Sabawala
Tata Cliq



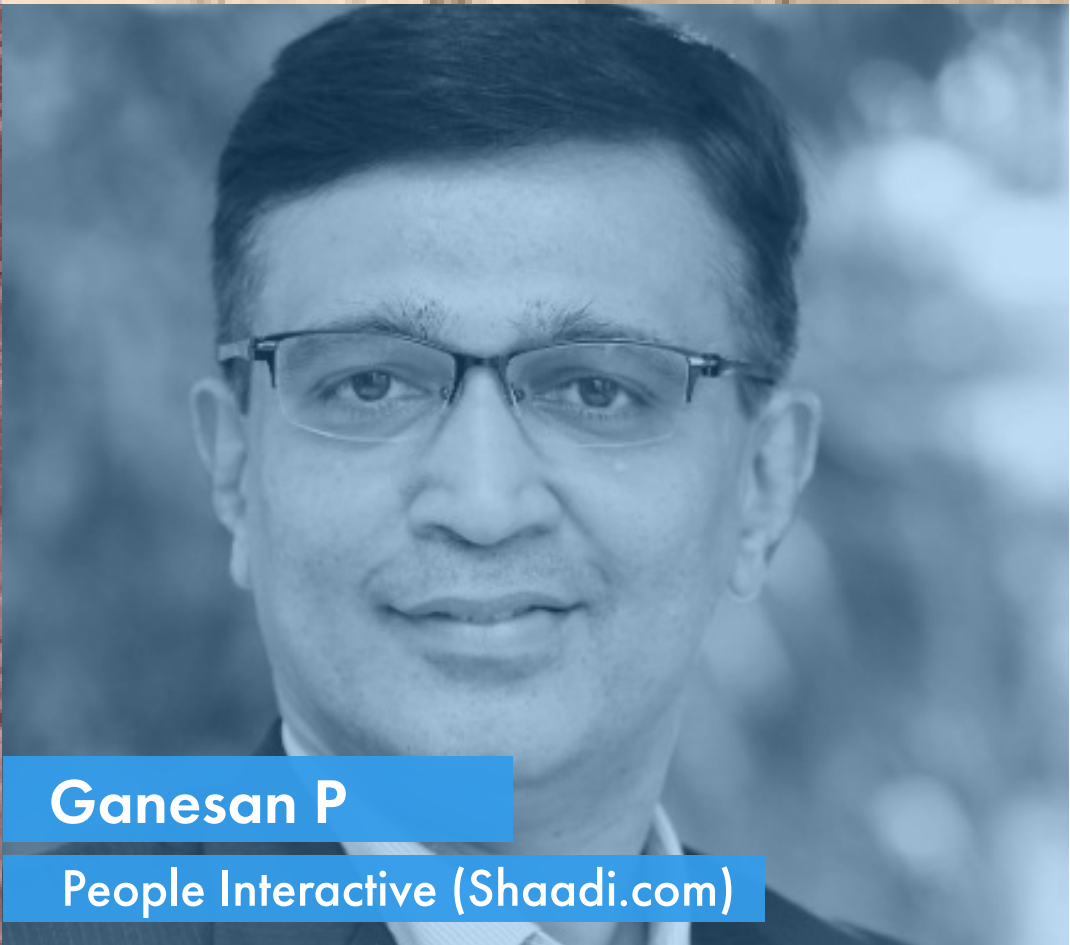
Naga Siddharth
Supr Daily



Sana Nayar
Urban Company

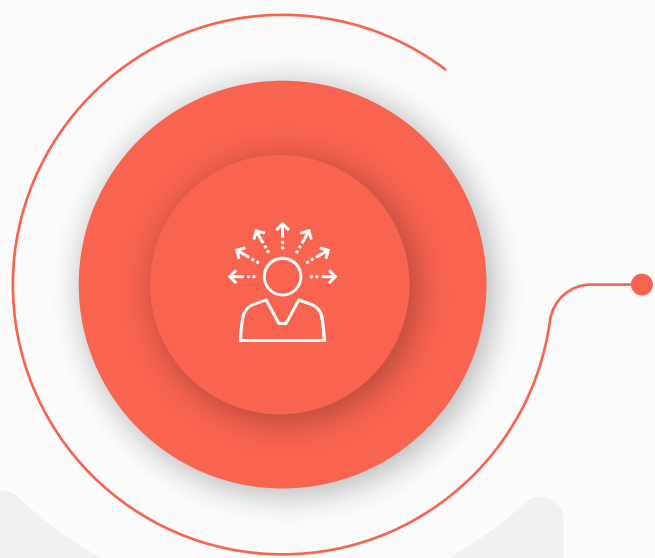


Sonam Lama
Cars24.com



Ganesan P
People Interactive (Shaadi.com)

The new way of working for the Internet sector



Customer Mindset

There is a significant shift in end customer mindset who are now more accepting of convenience costs like delivery



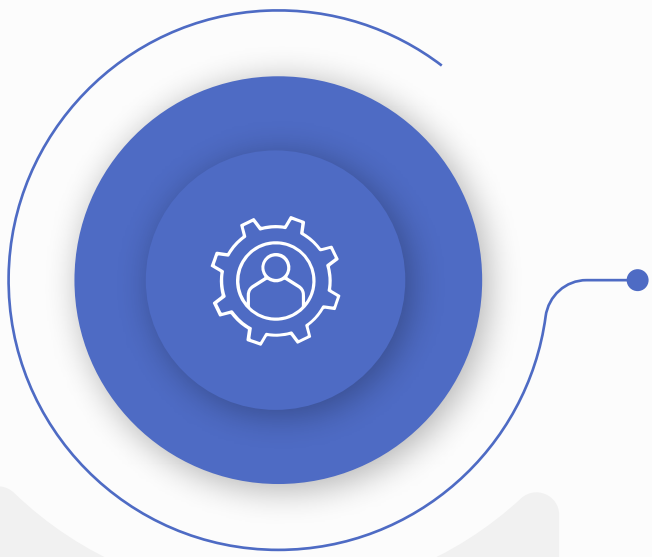
Organisation Resilience

The crisis has united the organisation as a whole and innovative problem-solving has been the need of the hour with a notable contribution from the millennials



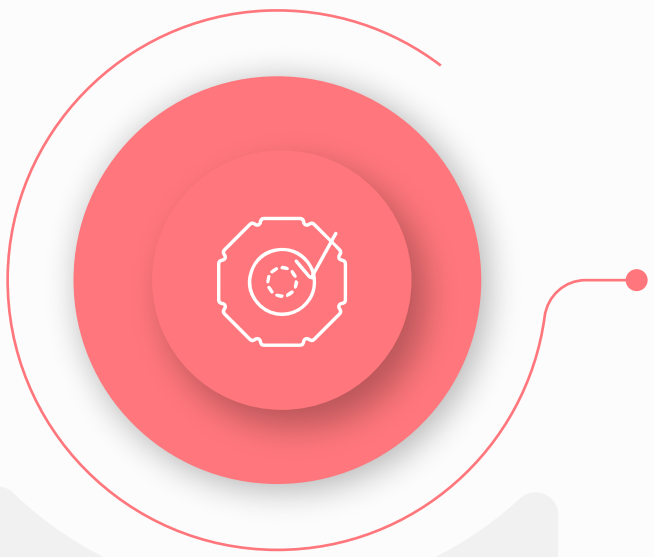
WFH Is Here To Stay

WFH is expected to continue until the end of the year for all roles which do not need to work from a physical location



Establishment of Learning Academies

Organisations utilised the lockdown period to establish learning academies to reskill and upskill various roles



Agile GTM Execution

More than ever there has been an increase in product innovations and deployment cycles are significantly shorter to meet the current market needs



Tech Attrition At An Ever Time Low

While overall attrition is any way at a low even Tech attrition rate which has been one of the major challenges to tackle, is in check

Predicting Permanent Changes

01

SENSITISED CUSTOMER CASE

Going forward the customer is going to be cost-conscious and there will be a need to ensure process efficiencies and leverage automation

02

GIG ECONOMY

There is going to be a huge uptake in the gig economy for roles across the spectrum including senior positions

03

CULTURE SHIFT

Organisations and employees are displaying an increased level of empathy and are more accepting of newer ways of work

04

EMPLOYEE WELLNESS

Acceptance of mental health has been on the rise with support being provided by organisations through initiatives like professional counselling and safe spaces

05

COLLABORATIVE TALENT POOL

Leaders of organisations are rallying together to ensure the identified redundancies in talent (cost optimisation measures) are well placed in other organisations where they would be a great value add

