

Sub.: Guidelines for improving productivity and coordination of CR division.

On the average one sale is made every day and one possession is handed over every day. After accounting for holidays, on an average 8 member CR team is handling the entire documentation and customer relations of about 1 ¼ & 1 ½ customers per day.

Man hours required per customer

- a. Booking form verification – 30 minutes.
- b. Introduction letter to customer, A&A letters, possession intimation letters – 30 mts.
- c. Preparation of AOS and approvals – 1 hour
- d. Coordination for signature of AOS – 2 hours.
- e. Collection of instalments, coordination, notices, etc – 10 installments x 1 hour – 10 hours.
- f. Preparation of sale deeds and approvals – 1 hour.
- g. Registration of sale deed – 3 hours.
- h. Coordination for A&A – 2 hours.
- i. Documentation for possession and approvals – 2 hours.
- j. Interaction with customers for possession – 2 hours.
- k. Coordination for housing loan – 4 hours.
- l. Obtaining partners signatures on AOS & sale deed – 2 hours.
- m. Resolution of disputes – 2 hours.
- n. Miscellaneous – 2 hours.
- o. Total man hours – 34 hours x 1.5 = 51 hours
- p. Man hours available – 8 x 8 = 64 hours

In order to improve productivity and coordination the following shall be implemented.

1. Assignment of task to front desk executives
 - a. Front desk exec. to keep track of new bookings and execution of AOS. CR to call customers immediately after booking and offer them a choice to execute the AOS at site/HO/their place of convenience. In case the customer opts to sign the AOS at site then printed copy of AOS to be sent to front desk exec. It shall be their responsibility to change annexure – A to reflect details of I instalment. CR to send receipts by courier. Front desk exec. to coordinate with customers for signing the AOS and collecting I instalment. Front desk exec. to collect all missing details like Aadhar card, Pan card, DOB, anniversary, address, etc. At the time of signing AOS customers may be encouraged to give references under the gold coin offer.
 - b. Front desk exec. to keep track of additions and alterations given by customers. They have to prepare a list of A&As received (fully filled and signed). Format – Sl. No., unit no., Unit type, No. of BHK, Customer name, A&A received date, A&A fully signed, remarks. Help CR & engineers to call and invite the customers to site.
 - c. Front desk exec can collect instalments at site. Receipts can be couriered to customers on a later date. Copy of cheque collected to be immediately sent to CR manager by viber.
 - d. Front desk to help customer to register complaints through the website. CR may direct customers to meet front desk executives.

2. Timeline: CR must contact customer for signing AOS within 7 days of booking. AOS must be signed and I instalment collected within 3 weeks of booking.
3. Possession letters – never call customer to HO for possession till accounts are verified. Give accountants one full working day for verification and approval of letter for possession. Give customers a tentative appointment for signing letter of possession, subject to confirmation a day in advance. Customer must clear all dues before preparation of letter of possession. Interest statement may be sent separately to MD, in advance, along with buyer info sheet for approval in cases where there is a likelihood of disallowing OTPD or levying of interest.
4. Accountants will endeavour to approve booking declaration form, AOS form, Sale deed form, possession letter, wire transfers, etc., before the end of each day provided the file is given to them before 4pm, under any circumstances all approvals and account statements must be given by end of next working day.
5. One receipt books to be provided to CR. Receipt book to be verified weekly as in the case of sales managers by accountants.
6. Advise the accountants to add request for payment towards purchase of gold coins in pending bills report.
7. Taxes and registration charges – CR must identify component of taxes and registration charges in the last 2 or 3 instalments received from the customer. Cheque must be sent to accountants along with a note specifying the amount towards taxes and registration charges (to nearest Rs. 10,000/-) that is to be transferred to SBI account. Accountants must transfer these amounts biweekly (Wednesday & Saturday) to SBI a/c. upon clearance of cheque. PDCs may be prepared for such transfers on same day on receipt of instalment.
8. Cheques towards payment of stamp duty, registration charges & mutation charges to be prepared by accountants at the time of approval of sale deed authorisation form. Prabhakar Reddy to send separate note to accountant (Keerthi) handling SBI a/c. for preparation of cheque for registration + mutation charges. Prabhakar Reddy to combine received from respective project accountants + SBI cheque with sale deed authorisation form on MDs desk. Keerthi to issue cheque on receipt of signed tally voucher from Prabhakar Reddy.
9. Wherever second signature of partners are required, accountants may collect 10 cheques in advance marked not more than Rs. 5,000/- for preparation of DD in favour of GHMC (mutation charges). These may be given to Prabhakar Reddy along with sale deed authorisation form.
10. CR to prepare form for approval of calculation pertaining to payment of VAT, ST & GST. Jaya Prakash to approve the same within one working day. This may be done prior to making form for possession. approval may also be taken before last receipt of instalment.
11. Vineela to prepare plans related to annexures of AOS, sale deed and agreement of construction for each type of flat or villa in advance (by 15.11.17). These must be available on view only basis on server (only Vineela can edit).
12. Provide a shared desk to Ramesh and Mahender with a shared computer. Mahender & Ramesh to learn to make AOS, sale deed and other documents.
13. Approved drafts like AOS, AOC and sale deed cannot be changed. Changes can be done only by way of LOC or supplementary agreement. Whenever format is updated archive soft copies of old formats.
14. Send documents to customers by courier instead of hand delivery. Use registered post for original documents.

15. In case of non-availability of witness, respective site shall provide supervisor as witness, provided information is given a day in advance.
16. Minimum 10 sets of title documents + 10 CDs to be maintained at HO /site office for each project.
17. Lateef to accompany Prabhakar for clarification of queries of legal department of housing finance companies provided, approval of MD /Kanaka Rao is taken couple of days in advance.
18. Prepare two approved drafts of annexure –A of sale deed – one with details of payment and one without details of payment.
19. Office vehicles shall be provided for official use whenever available. Promotions (Murali) to be intimated by viber in advance.
20. Shift SBI a/c. to MG road branch.
21. In case of bounced cheques, accountants are sending email to CR. On receipt of payment against bounced cheque CR may send note with copy of cheque to MD.

Additional suggestions made by customer relations team, implementation of which shall be considered are:

- a. Provide 2 conference rooms in CR division area. Karna & Anands cabin can be shifted next to Kanaka Raos cubical.
- b. Incorporate GST, ST & VAT in customer info data base.
- c. Consider getting another photocopy machine on contract. Can it be protected by pin for every individual?
- d. Consider giving view option of bank a/c.s to CR.

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