

How MoveInSync Won an Emerging GCC's Trust:

A Case Study in Value-Based Decision Making

A leading American Commercial Real Estate Loan Service Provider, chose MoveInSync as the employee transportation partner for its GCCs in India. As part of its expansion strategy, the client planned to establish GCC operations in Bangalore and Hyderabad with 325+ employees. The

operation has multiple shifts throughout the day (first shift starting at 5:30 AM & last shift ending at 3:30 AM next day). The client had engaged a consulting partner (a prominent GCC enabler in India) to help set up its GCC operations.

Employee Shift Distribution



Morning
Shift

61%



Afternoon/
Evening Shift

35%



Night
Shift

4%



Employees collaborate in-office on Tuesday, Wednesday, and Thursday, with Monday and Friday as optional office days.

Preferred Hybrid Model

Monday

Tuesday

Wednesday

Thursday

Friday



Client Expectations

The employee transport operation was completely greenfield and had to be planned from scratch. In addition, the client expected the following as part of its transport operations:

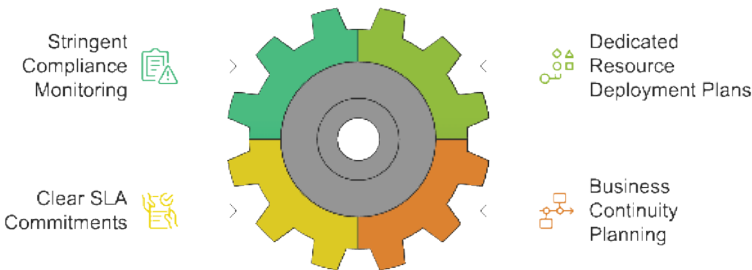
- **Adherence to operational SLAs:** Vehicle Fulfillment, OTA / OTD, Driver & Vehicle Compliance etc.
- **Employee Safety:** Incident Reporting, Command Centre
- **Employee Experience:** Tracking employee experience with Transport Helpdesk
- **Governance & Audit Compliance:** Audit Proof Operations, Billing Compliance, Governance & Reporting

Beyond Software: Why Client selected MoveInSync's End-to-End Transport Solution

The client initially was considering adopting MoveInSync's ETS software to manage its operations, while selecting and managing the fleet vendors on its own. However, this required the client to set up its own transport operations team.

Through collaborative discussions with the client's consulting partner, it became evident that managing multiple fleet vendors would create unnecessary complexity for the client's new India operations. It became evident that streamlining both technology & fleet management would elevate operational excellence for their emerging India presence.

Recognizing the value of consolidated vendor management, proven compliance frameworks, and seamless operational transitions, the client, in consultation with its consulting partner, strategically selected MoveInSync as its end-to-end employee transportation provider for its India operations. The strategic partnership enables client's leadership to focus on its core business priorities while ensuring employee safety and satisfaction through MoveInSync's comprehensive transport solution.



MoveInSync's comprehensive solution included

Why MoveInSync was selected

MoveInSync's end-to-end solution (which includes fleet, operations, and in-house technology) eliminated the complexity of managing multiple vendors, allowing client and its consulting partner to focus on critical transition elements. It also ensures single-point accountability for all transportation-related matters and reduces operational complexity.

These elements would have required significant oversight if managed through multiple vendors. Established processes and deep understanding of Indian market dynamics meant that the client could leverage proven systems rather than building them from scratch.

The success of this transition has established a blueprint for similar GCC setups, where end-to-end solutions can significantly reduce transition complexity and risk while enabling consulting partners to focus on strategic elements of the transformation.

MoveInSync GCC Scale of Operations (Pan India)

GCCs	Employees	Cities
150+	250K+	10

Why Partner with MoveInSync

For consulting firms orchestrating GCC enablement, partnering with MoveInSync delivers clear strategic advantages. By consolidating end-to-end transportation management through a single specialist partner, the GCC enablers can focus on critical transformation priorities while leveraging MoveInSync's mature transport

operations & compliance frameworks and proven implementation methodologies. Additionally, MoveInSync's transparent stakeholder communication and structured reporting enables consulting teams to maintain strong client confidence throughout transitions.