

Enter a new world of
possibilities!

THE LIBRARY - REDEFINED



//kwench/

CASE STUDY



The Early Adopters



Client context

- One of India's largest ITES company with an employee base of several thousands across multiple cities
- Company has a history of positive work place practices
- No in house library facility was available
- Company not sure of interest among employees for such a service

Kwench approach

- Conducted an extensive online survey to ascertain interest among employees in a service like Kwench
- Launched a massive awareness campaign with active involvement of client communications team
- Conducted a dry run for select employees to help them experience the unique Kwench service

Impact

- Kwench today serves employees of this company across all four cities in which they are present

" We jumped at the opportunity of helping our teams further widen their horizons and perspectives through the services offered by Kwench. The extremely wide selection across a variety of subjects ranging from business to philosophy to autobiographies and fiction, has helped people add to their knowledgebase from a professional standpoint, pursue their interests on a personal front, and encourage the reading habit within their families. What really excited the teams was the fact that, while the order could be placed on the internet, they could enjoy the 'physical' book that was delivered to them within the next few hours"

- Head L&D