

Ness Technologies Takes Control

Strategic Branding to Nurture Sensible Corporate Social Responsibility

Overview

Ness Technologies (NASDAQ: NSTC) is focused on innovative yet effective Corporate Social Responsibility strategy. The company's communications team anticipates that the adoption of 'Defensive Driving' technology within campus environments will significantly reduce the impact of road-rage and occurrence of road accidents. The 'Defensive Driving' program is cost-effective, secure and interactive. It targets not just employees of the company but motorists at large.

Challenge

- **Increasing efficiency of program deployment:** Like most organisations; Ness distributes critical patches and company information frequently and they take, on average 36 hours to be successfully installed on all PCs. The organisation wanted to cut down installation time by increasing the initial hit-rate on the 'Defensive-Driving' program.
- **Convey Key messages:** The team's focus is to imbibe the 'defensive driving' program within each employee's psyche.
- **Reduce Road Accidents and Create Traffic Safety Awareness:** Not just on campus; but in Bangalore city.

Evaluation and Strategy

- **Increasing Efficiency of Program Deployment:** The remarkable success of Ness Technologies has been driven by its relentless pursuit of innovation, engineering precision and excellence in the field of human resources. As a result, the company's central IT department continually strives to improve its efficiency and performance. It recently turned its attention to how it could implement and manage the 'Defensive Driving' program to be used by Ness employees across the globe. The IT department developed an experiential learning program on 'Defensive Driving' and worked to implement it across campuses.
- **Convey Key Messages:** Ness IT team worked in conjunction with the communications team to convey key messages through proactive advertising, internal marketing and via viral media apart from working with key influencers in the region to launch 'Traffic Pointers' – a Traffic Safety Forum launched by Ness in collaboration with regional Traffic Authorities.
- **Reduce road accidents and create traffic safety awareness:** Ness team distributed helmets to all employees using two-wheelers in addition to ensuring that the 'Defensive Driving' program be made a part of the employee learning experience.

Impact:

- Greater awareness on road safety measures
- Bangalore's first Traffic Safety Forum – 'Traffic Pointers'
- Introduction of the 'Defensive Driving' program in India
- Increased interest in the 'Defensive Driving' program amongst participants
- Greater awareness of sensible corporate social responsibility

Future:

Ness has begun working proactively to ensure the 'Traffic Pointers' initiative messages reach not just employees of the company, but other campuses and key influencers. The company has also worked on results oriented environment campaigns like the 'Million Seed Balls' program in conjunction with BCIL where each employee contributed One Rupee, interacted to make their own organically protected seed ball which would germinate once planted and in turn add to Bangalore's foliage.