

visionary

focused

commitment

integrity

ethics

transparency

simplicity

commitment

integrity

efforts

# | SPIRIT OF QUANTUM |

values

leaderships

improvement

quality

passion

environmental

innovation

visibility

trustworthy

supporting





**Ajit Dayal**  
Founder, Quantum Advisors  
& Quantum AMC

## LETTER FROM THE FOUNDER: OUR PEOPLE, OUR FOUNDATION.

India has been in a lockdown since March 22<sup>nd</sup>. Mumbai, being a high density city – where there are 110,000 people per square kilometer. This is 1.7x that of New Delhi (66,151), 5.9x that of London (18,769), 2.9x that of New York (38,242), 1.4x that of Shanghai (77,726). Mumbai has been choked off with the shutdown of its crucial bus and railway transport. Since the coronavirus loves people and can jump from one person to another via a sneeze or a cough, the inhabitants of our densely populated city have had to be more careful than the less dense cities of India and the world.

I was on a business trip to Europe in February and, as the number of cases surged in Italy, Spain, Switzerland, and Germany I decided to head back to India. I landed in BOM the night of March 8 and went into a self-quarantine for 14 days – although there was no government rule to do so: India was also taking the virus lightly.

On March 12, Quantum initiated a work from home directive. This was 10 days before the curfew of March 22, 11 days before the March 23 Maharashtra bandh, and 12 days before the March 24 national lockdown announced by Prime Minister Modi. As such, our IT teams had the time and the ability to address many problems that members of the Quantum team may have had in connectivity, hardware, or software. None of us expected the Lockdown 1 to be extended to Lockdown 4. But we were prepared for Lockdown.

Financially, we are probably better prepared than 99.99% of companies in India. Over the years we have built a cash reserve in our company that – by March 2020 – could pay the salaries of our staff, our rents, our electricity bills (we never borrow money, so no interest and debt repayments), our marketing costs, our travel costs, our database subscription costs and other costs for 21 months assuming that we had zero revenue. Absorb that again: if Quantum has no revenues, our cash – at the February 2020 level of expenses – could pay for 21 months of expenses based on our past expenses. To give you a number, Infosys – as of March 2020 – had free cash in its bank account to pay for 6 months for salary, on a zero revenue basis.

Armed with this cash reserve, we immediately communicated to our staff that we would give them a 15% increase in their base salary for the latter half of March. And we suggested that they give half of this increases to someone else who may need the money – a tea vendor, a bhelpuri vendor, a neighbor or (with the help of HelpYourNGO) to a charity – anyone who was likely to be impacted by the loss of income from Lockdown 1.

We assured our colleagues that their April salary reviews would continue as planned – though there may be procedural delays due to the logistics of working from home and arranging reviews at suitable times. No staff member would be let go as long as they had not broken any laws and regulations and were doing their work - though Quantum would continue to seek efficiency and productivity and not morph into a bureaucratic culture, as many within Quantum fear. The message was clear: Be a beacon of light for your family and your neighbors. The virus is a strain on many financially and emotionally. Do not worry about the money. Your job is safe. Your EMI

payments are safe. Focus on the physical and mental health of your family, your neighbors and yourself. Quantum will look after you.

Having taken care of the ability of the team to work from home - never compromising the ability to protect the interests of our clients - and having ensured that the team is financially secure, we turned our attention to "culture".

234 people working from 234 locations and they were not likely to see each other for nearly a month (the original Lockdown 1 was from March 24 till April 14). Video conferencing, WhatsApp, and tele-conferencing are nice ways to connect. But how do you remind the team about the three crucial aspects that define the culture of an organisation, namely:

- 1) Why was Quantum created?
- 2) How do we get to maintain or even enhance that "Why?" while working from 234 locations?
- 3) How do we ensure that Trust is retained and enhanced between the customer and Quantum and - equally important - between team members working from the 234 locations without the advantage of physical nearness?

I stumbled upon a video from Suresh Lulla, the founder of Qimpro that he had sent me via WhatsApp. A bit of history that Suresh may not recall: I had an interview with him in August 1984 for a job as a Management Trainee in his then start-up management consulting firm. I did not pursue that path as I joined the late Mr. Ashok Birla, India's unheralded visionary, to pursue my love for investments and mutual funds.

However, I remained in touch with Suresh over the years. Suresh has been a guide to Quantum and his pioneering work in Quality and Improving Processes- both internal and external customer facing - are issues that he had addressed as a Trustee of Quantum Trustee Company (2006 - 2019).

The video from Suresh on culture triggered a thought. Why not send that video to 234 colleagues in Quantum, let them watch it and email us about their views.

- 1) What are the 3 things that they saw and heard in the video, which reminded them of what exists in Quantum? Things that they could relate to and say, "Aha, Quantum has that!", and
- 2) What are the 3 things that they saw and heard in the video, which made them feel "Well, that does not exist in Quantum and I wish it was there" or "Well, we have that in Quantum but I wish we had more of it!"

After receiving their responses, we had a series of video conference calls between various team members, team leaders and Suresh. Sulekha and her team at HR diligently curated these interactions.

This book is the Spirit of Quantum speaking to you.

This then is Quantum, in the raw, exposed in front of you.

It is the voices of 234 people who are driven to ensure that our sole purpose for existing is to serve the customer, with high integrity and high competency. We are handling your money, your future. You have entrusted your life's hard work in the form of savings to us and we have asked you to

trust us in helping you achieve your dreams.

As I look back on 30 years of being the Founder of Quantum, I am overjoyed that we have made a difference to tens of thousands of lives. I hope that the benefit of the unique combination of Integrity + Competence which we have to offer will be extended to benefit millions of lives – no matter where I may be in the future. For COVID has taught us that human life is uncertain and fragile.

And the sanctity of your relationship with your financial institution has been broken, yet again!

The mutual fund mishaps happen every few years with alarming regularity. The greed and the asset gathering mentality of many brands drive these mishaps. It has taught you that many mutual fund houses are anything but “mutual” in how they deal with you. You have a wallet – and they have slender fingers! It’s a one-sided Houdini trick!

The Charter of Principles, adopted by the Boards and the teams at Quantum, has laid out the fundamental principles on which Quantum was built.

The views of 234 colleagues at Quantum will tell you whether the Charter of Principles is some glossy document prepared to impress you – or whether it is the guiding light and the reason for why we exist. There are gaps – and the leadership at Quantum will strive to rectify the shortcomings.

After you have read this compendium, this confession, this expose, I would love to hear your views: do send me an email on Founder@QuantumAMC.com

I am grateful to my colleagues for undertaking this long and difficult journey of staying truthful to our core values and never letting the foul odor of greed distract us as it has so many others. Special thanks to those who helped in this exercise: Sulekha – for her vibrant leadership of waving the culture flag; Subbu – for being there beside me for 24 years and being the Ying when I was the Yang and the Yang when I was the Ying; Jimmy – who took on the challenge of ensuring that over a short period of 10 years, the practices that Quantum adopted became SEBI regulations to rein in many fund houses who ignored the interests of their customers; and Piyush – who has helped mold the organisation and left Subbu and I to focus on the investment processes.

My deepest gratitude to so many at Quantum...

And, finally, my prayers for your good health as we live with confidence - devoid of the hysteria and unnecessary panic being bombarded on us - and hold on to one belief that I had the joy of hearing years ago: It will all be good in the end; if it’s not good, it’s not the end.

[Charter of principles](#)  
[Firsts of Quantum MF](#)





## INTRODUCTORY NOTES

The ideas, customs and social behaviour of particular people or society is what culture is about.

Quantum as a company and brand stands for certain values; transparency, simplicity and doing business in an ethical manner. Quantum stands for courage and for being conservative. What allows Quantum to follow these values is the behaviour of the employees; something that culture is all about.

The lockdown allowed us to test our BCP capabilities and also to test our resilience to run the business in the same way as we always did. It did not matter whether the employees were physically present at one place or were spread out when it came to implementing these values.

The recent exercise was done to reach out to employees and hear what they had to say about the company and the management.

It received an enthusiastic response and re-emphasized what the company stood for. This is comforting, and it lays a solid foundation for the future of the company and the business.



**I.V. Subramaniam**  
MD, CEO, CIO - Quantum Advisors  
& Director - Quantum AMC

## INTRODUCTORY NOTES

The year 2020 has changed human kind and the world around. The world might have temporarily come to a standstill but families, friends and colleagues (our extended family) are closer than ever. Agreed, the economic stress factor has its own victims just like the virus. These uncertainties have made it clear that no matter how big or small a business is, its core strength lies in its resilience and its human resources. Our Colleagues in this adversity have had demonstrated a balanced blend of IQ, EQ, SQ, and AQ.

Quantum was able to continue serve its investors in the times they needed us the most. This is because of our faith in our Colleagues and our belief in our organizational values which were reinforced. Being transparent and true to our customer; always pays.

As we witness the advent of the new normal, at Quantum Mutual Fund nothing much changes. We remain investor focused, offer simple and innovative solutions that help investors reach their financial goals effectively. As it is a part of our DNA to do only what's best for our investors, we aim to keeping our costs low and passing on the benefits of cost economies of higher Assets Under Management (AUM) to our investors.



**Jimmy A. Patel**  
MD, CEO - Quantum AMC



**Piyush Thakkar**

COO - Quantum Advisors

## INTRODUCTORY NOTES

A person's virtue defines his life's journey. Similarly, for an organization it's the purpose and core principles that defines its journey.

The culture exercise was carried out during the lockdown period. I believe it was Quantum's ethos, which we have embraced since our inception, that helped us during this testing phase.

This exercise reminded everyone of what we stand for at Quantum. We carried out this task to ensure that

physical absence from office would not dilute our vision, mission and principles at Quantum. This was our way of reconnecting dispersed individuals with the organizational values.

The response from our employees was overwhelming...as expected! 😊

It was heartening to see that each one of us is keyed in and continues to identify with Quantum's core principles and values. Each one of us believes in focusing on the customer and offering financial solutions with simplicity without deviating from the path of utmost transparency and integrity.

As a part of our hiring process we look for candidates whose values, attitudes and beliefs match with our team's. Skills can be taught and learned but cultural fitment cannot. The responses we received for this exercise have reassured us that we are on the right track. We are happy to report about the strong foundation that we have in place for growth of Quantum.

# BENCHMARK FOR TRUSTWORTHINESS

## CORONAVIRUS CRISIS

All business activities in India have been in a Coronavirus Lockdown for the past few months. We in Mumbai, the financial capital, have been impacted the most.

This has meant that employees Work From Home (WFH). The WFH management approach which we initially thought was for a month has rolled over into several months.



**Suresh Lulla**  
Founder - Qimpro  
Consultants Private Limited

As a positive, Quantum has always been adequately prepared for a crisis. Further, the sterling differentiator of the company is that it values its employees as precious assets – the key to success.

In recent weeks, the leaders at Quantum have re-articulated their vision to become the benchmark for “trustworthiness” in the hearts of its customers, employees, and society, in 2020. Yes, 2020.

We now need to collectively think of innovative improvement and change, for breakthrough solutions.

## BASIC PRINCIPLES

We often think of improvement and change as coming from the outside in, rather than from the inside out. Even if we recognize the need for change within, we usually think of learning new skills, rather than showing more commitment to basic principles.

Principles are not invented by us or by society; they are the laws of the universe that pertain to human relationships and human organizations.

When people live in harmony with some basic principles such as fairness, equity, justice, integrity, honesty, and trust, they move toward survival and stability. Ignoring these principles leads to disintegration and destruction.

People instinctively trust those whose nature is founded on correct principles.

When trust is high, we communicate easily, effortlessly, instantaneously.

## MEGA PROBLEMS

In my workshops on Performance Excellence, when I suggest that leaders should be principle centred, I tend to get disappointing responses. The common ones are: Business is business; ethics and principles have to take a backseat to profits.

When I ask, “How many of you agree that the majority of employees possess far more capability, creativity, talent, initiative, and resourcefulness than their present jobs require them to use?” with the affirmative response is about 99 percent. In other word, we admit that our greatest resources are being wasted, and that poor human resource management hurts our bottom lines.

## THE SOLUTIONS

These are problems that common approaches cannot solve.

Please remember that the quick, easy, free, and fun approach will not work on the farm. The farm is subject to laws of nature.

The laws of nature are based upon principles. They operate regardless of our awareness of them, or our obedience to them.

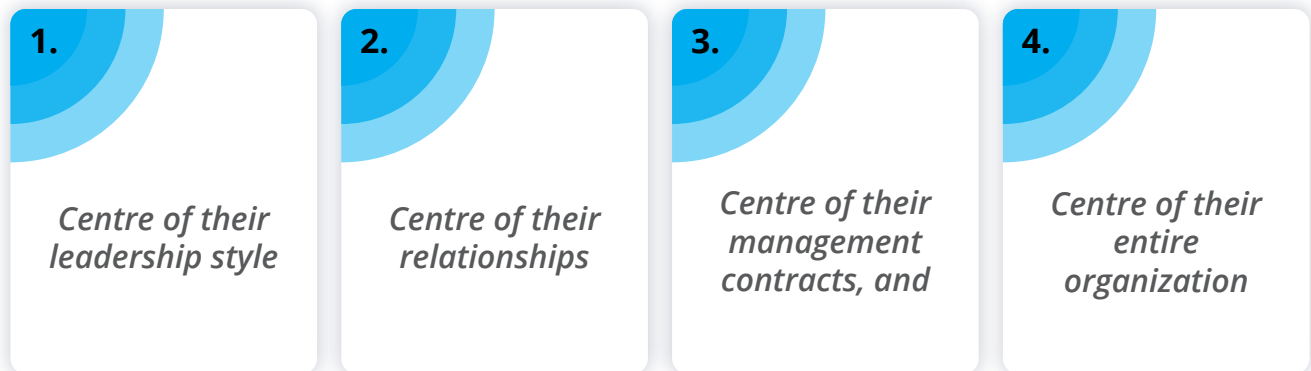
Organizations that survive and succeed over time, adopt the underlying principles of the Law of the Farm:

- Prepare the ground
- Put in the seed
- Cultivate it
- Weed it
- Water it
- Nurture growth to full maturity.

The laws of nature operate regardless.

## QUANTUM

For meaningful success, I recommend that leaders get the basic principles that govern human relationships at the:



That is precisely the mission of the principle centred Ajit Dayal, and his three wise men - I V Subramaniam, Jimmy Patel, and Piyush Thakkar – monitored by Sulekha from HR and policed by Tehsin to ensure that the company remains profitable.

Quantum is the benchmark for “trustworthiness”.

## THE PROCESS BEHIND MISSION 2020



**Sulekha Chaudhary**

VP - HR, Quantum Advisors  
& Quantum AMC

The walk through description - what we did and how it was done.

### Step 1:

This initiative started with a thought that while we are away from our offices and working from home, during these testing times our ethos and values that bind us together are reinforced. This would both remind and enable our people to understand why we exist and the importance of their role. If in any way, we have lost our way or loosened the bonds that have taken us on this journey, then find ways to strengthen those bonds. So that, whenever we head back to our offices - everyone is charged up and ready to accept the upcoming vision and committed to drive for success.

### Step 2:

A video on "Leadership for Customer Driven Quality" by Mr. Suresh Lulla, Founder of Qimpro and a former Member of the Board of Trustees of Quantum Mutual Fund, was shared with all Quantum employees. They were requested to watch the video and answer the questions given below -

- 1) What characteristics of the video you think resonate most with Quantum as an organization?
- 2) Key factors Quantum could focus on for successful organizational development?
- 3) Thoughts and suggestions by employees

We received an overwhelming response!

It was so good to see that our people were connected to our Charter of Principles and believe that the Customer is the reason for our very existence.

### Step 3:

We'd planned for nine webinars with Mr. Suresh Lulla. All team members attended the sessions. Feedback from participants was shared to Mr. Lulla before each session to give him attendees' insights. His webinars were customized according to each department's vision. Using real life examples, Mr. Lulla helped people to understand - 'The Importance of Knowing our Customer and Customer's Behaviour'.

After this wonderful exercise we thought it would be a great idea to collate these comments into a book, which can be a guide to our people and our new joiners.

**Warm regards**  
**Sulekha**



01

## What characteristics of the video you think resonates most with Quantum as an organization?

1.
  - Customer Focused
  - Disciplined approach
  - Value
2.
  - Giving values high importance
  - Having a customer centric approach
  - Caring for environment
3.
  - Faster, better, cheaper and different
  - Walk the talk
  - Aligning with the vision and the purpose for which it was formed
4.
  - Customer first.
  - Explanation of vision & good vision.
  - Values.
5.
  - Like said in the video, we at Quantum give utmost priority to know our customers, to know our investors, to meet them personally. Regularly conducting investor education events helps us meet our existing as well as potential customers. We do these events not just in big cities but also in the tier 2 cities. Our Fund Managers travel and interact with investors. Long before SEBI made it a mandate, in 2009, our team back then decided to go on a road trip to the southern part of India, and travel across 9 locations to have the pleasure to meet our investors face-to-face and understand their needs.
  - We as a company are very clear of our vision, which is to stay focused on the needs of our investors. Each member of the Quantum family knows the importance of values and ethics our management has helped us imbibe.
6.
  - Customer First
  - Values based on life principles
  - Leadership - Collectively owning the vision
7.
  - Process Excellence - The way we are organized as a family.
  - Environment is our Customer - The Core Essence which we Work where we have always been a Part of (E & S) Environment and Social with now Incorporating (G) Governance making it ESG and becoming a responsible
  - Member of society.
  - Leadership value Walk & TALK - This we have already integrated in our business Model as name under QUANTUM PATH TO PROFIT.
8.
  - Vision and mission for an organization.
  - Customer is No -1, as customer is 1<sup>st</sup> Priority
  - Commitment to customer, Investors are important as Quantum is a transparent organization
9.
  - Customer Focused
  - Vision
  - Mission
10.
  - Handling / Respecting-customers including employee.
  - Company's values, the principles of simplicity, transparency & honesty and ethical values.
  - Customer focused.

“

**Customer  
is no.1**

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

- 11.
- We pretty well check the boxes on having what it takes to create the vision that dictates our long-term (5-year) plans.
    - ◆ Values, as in the principles prescribed by Jack Bogle.
    - ◆ A mission, to provide every investor in India a low cost way to invest with a high integrity group.
    - ◆ Policies that focus on the customer, notably even having such a position as “Head of Customer Delight” (Do we still have it?)
  - We meet the customer perhaps better than any company in India, via the PTPs
  - “Faster better cheaper...and different”
    - ◆ We have the ability to be faster, but I’m not actually sure we are so in practice.
    - ◆ Better: in terms of what we’ve delivered the customer over the years, irrespective of performance fluctuations.
    - ◆ We are certainly different than the rest, and do a good job of maintaining that position. I always did feel however that marketing could do a better job of hammering that point home.

- 12.
- Quality of customer service
  - Customer focused organisation
  - Top management action towards the customer

- 13.
- Values: Quantum is clearly principled and process oriented in whatever they do; and this is in fact driven by the leadership team.

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**Clear  
organizational  
values**

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- All the values of simplicity, transparency and integrity (from vision statement) resonate well with the leadership team. And there is no disconnect between what is preached and what is actually done; always striving to achieve whatever is promised.
- Uniqueness: Quantum is also very different from other fund houses in the way they approach research; go about acquiring/maintaining clients and managing client expectations; thus we have a natural differentiation. It only a matter of communicating this to our clients in creative ways.
  - Customer Centricity / delivering Value: Quantum has truly championed the cause of our clients and changed the MF industry in India for good, permanently. Being the first to deliver direct schemes; first to keep the expense ratio where it ethically ought to be and using the right benchmark indices have delivered much value to any MF investor.

- 14.
- Clear and visible organizational values
  - Customer focused, doable and compelling vision
  - Leadership values - walk your talk

- 15.
- Customer focused and compelling vision.
  - Clear and visible organizational values.
  - Strong leadership values - walk your talk.

- 16.
- Vision - Mission
  - Customer focused
  - Values - reminds me our charter of principles

- 17.
- Leadership; The vision / culture of the organization
  - Commitment to customers
  - Having an ethical behavior

- 18.
- Customer Focused culture
  - Professionalism
  - Being Simple

- 19.
- Customer focus is the most important thing





01

## What characteristics of the video you think resonates most with Quantum as an organization?

which is followed by Quantum

- Quantum adheres the strong Vision of Simplicity, transparency and integrity
- Quantum mission is to nurture a partnership culture with our investors and employees to spread the goodness of investing.

20.

- Customer Focus - At Quantum we follow 'investor first' approach. We try to service them in best possible way and always remain honest with them irrespective of market situations.
- A Good Vision - Quantum's vision is clearly defined, is based on principles of life - simplicity, transparency and integrity, and is customer focused. Many of the employees of Quantum actually remain here because of its values and vision.
- Meeting the customers (In the example the chairman of the company walks on street to meet customers) - on similar lines we have path to profit. Right from the top Ajit and Subbu and all fund manager meet investors directly try to explain our philosophy and also try to understand their thoughts.

21.

- The "Vision" - The Vision which is explained by him is similar to the vision which we have at Quantum. As he had said, "Continuity in customer focused culture is very important for survival and success in a competitive market." As we follow the same vision - To stay focused on the needs of our investors and be India's most respected mutual fund

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**We are  
visionary**

”

house by adhering to traditional values of simplicity, transparency and integrity while continuing to deliver steady performance over the long term.

- The "Vision Derivatives" which he had explained is similar to what Quantum Follows - As in the vision we have the values of simplicity, Transparency and integrity while continuing to deliver steady performance over Long Terms which is followed by our mission.
- The "Direction & Character of Organisation" - Quantum has the pledge to be India's most respected Mutual Fund House.
- Set an Image for Customers & Employees - Since Inception Quantum is more customer focused and the healthy culture and environment at Quantum is what sets a good image for it employees.

22.

- Customer driven
- Mission, vision and policy values
- Respect and trust within the organization amongst employees
- Employee friendly environment.

23.

- Our clear Vision - Investor first (Stay focused on need of investor)
- Our Organization is focused on customer satisfaction. One thing that correlate with Quantum is understanding customers perspective and meeting their expectations. Our business ethics and transparency helps in building trust of investor and team as well
- Walk the Talk - The vision of our top management is clearly defined to the team, investor's, partners and associate. Leaders who think differently about their business invariable talk about it differently. Clear vision of Top management helps team in putting collective effort in meeting the mission of organization. Compelling the colleagues by making them understand their effort in meeting business mission. This encourages team to work hard.
- We too having a long term vision - Managing



01

## What characteristics of the video you think resonates most with Quantum as an organization?

Fund with integrity to meet our long terms goals. Maintaining the integrity regardless of market condition or volatility.

24. ● Quantum vision - customer first approach.  
● Leadership values that inspire the organization.  
● Our vision sync with our policy.
25. ● Setting targets: mission udaan was an ambitions target and although late it's giving its fruits now  
● How sales team would interact and meet with every client at PTP, understand and listen to their queries  
● Treating environment with respect I could see that in the recent ESG fund that we launched
26. ● Standing firm to its principles of ethics & transparency  
● Setting a Vision: Mission udaan was a vision where everyone was asked to take the goal of achieving 6k clients every month. Was an ambitious target, but showed some good results while the year was closing.  
● Keeping customer first, as compared to other companies I've worked in I see very small fraction of customer unsatisfied with us.
27. ● Setting targets: mission udaan was an ambitions target and although late it's giving its fruits now

“

***Express a passion  
at the commitment  
to serve a customer***

”

28. ● How sales team would interact and meet with every client at PTP, understand and listen to their queries  
● Treating environment with respect I could see that in the recent ESG fund that we launched
29. ● Focus on customer and the security of their savings the ultimate goal  
● Environment concerned and walking the talk by having ESG scheme up and running and promoting it aggressively  
● Transparency over internal as well as external stakeholders
30. ● Be Visible. Sell simple products that are easy to understand.  
● First Listen the customer needs, what the customer actual want & fulfill their demands on best efforts basis.  
● Express a passion at the commitment to serve a customer.
31. ● Customer focus  
● Proactive  
● Sound working environment
32. ● Customer focused culture  
● Commitment to meet our internal and external deadline on time.  
● As it says the environment is also a customer, agree that Quantum is proving this by launching the new product like ESG.
33. ● Customer first  
The customer is the primary focus for our existence. Quantum has always been proactive in understanding customer needs (listening to the 'voice' of our clients has always been important) - stated and unstated. Quantum believes that this is the first step towards performance excellence. As the Quantum's compliance manual puts it under its "Code of Ethics", we should always place the interests of clients first.  
● Quantum recognizes that centering its



01

## What characteristics of the video you think resonates most with Quantum as an organization?

business on customers means nothing is done in a vacuum: customers' realities are the context for everything everyone does. By doing so, Quantum's rituals and decision-making honor customers' realities and hence paving the pathway to meeting the needs of every stakeholder: employees, investors, partners, community, etc. To conclude on this aspect we are feeding the hand that feeds us and hence we are also fed i.e. as Mr. Lulla says, the customers pay our salaries (No customer = No business).

- Leadership- In addition, the founders / management team at Quantum or the Quantum Group is trustworthy in terms of character and integrity with respect to keeping promises (ethical behavior one of the pillars). They have a clear vision for the company (which is a clear or implied customer focus). They have always ensured that the vision is shared by the management team and is understood by each employee. In addition, the founders have always been walking the field meeting clients personally to understand their needs and realities. The management team / founders have been walking the talk and they do know that employees hear what they say; but also the fact that employees believe what they do, hence setting the appropriate corporate culture. Unlike other organizations, those heading Quantum recognized that they should respect the environment and society

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**Quantum  
Group is trustworthy**

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(Quantum and Quantum recognize these two “AS Customers”) and we can claim to have some leading people at the top with ESG leadership talent.

- Vision, Mission and Core Values - These core three elements are incredibly important to our brand, as they all represent the change that Quantum can offer. Our mission is how we are going to change the business environment but at the same time contributing to society and the new and unique way of doing things that we can bring to the table. Having a vision has helped provide our team with a higher purpose, one that can help them bond and become more efficient. Our strong values have also generated a loyal customer base. Quantum's vision is in sync with its well defined policies and with one important policy i.e. our commitment to clients (in line with 1 above). Our leadership mentioned above supports also the Vision of Quantum.
- 33.**
- Leadership
  - Vision
  - Priority to customer
- 34.**
- Customer oriented
  - Walk your talk
  - Organization have people centric culture
- 35.**
- Values - charter of principles, ethics, integrity, character, character counts, honesty, trust, walk the talk, letter of the law, spirit of the law
  - Customer - investor needs, investor focus, investor expectation, investor perception, customer delight, path to profit, client meetings (fpis)
  - Vision - to stay focused on the needs of our investors and be India's most respected mutual fund house by adhering to traditional values of simplicity, transparency and integrity while continuing to deliver steady performance over the long term.
  - Mission - a partnership culture with our



# 01 What characteristics of the video you think resonates most with Quantum as an organization?

investors and employees to spread the goodness of investing

- Quality - process, knowledge, commitment to improvement, resilience, business continuity, benchmarking with industry peers and exceeding the limits
- Environment - ESG principles & policy, compassion for the under-privileged of our society, 10% of pre-tax profits to fund and sponsor community efforts
- Organization - Investing in talent, employee-friendly people processes, succession planning
- Professionalism - Team work, unity of purpose towards common goal - vision, mission

- 36.
- Customer focus understanding the customer requirement and providing the simple product.
  - Vision good vision focused on the needs of our investors.
  - Leadership good leadership & environment for creating a good culture in the organization.

- 37.
- Customer is No 1
  - Customer culture focus start from top leadership
  - Share the knowledge to team member

- 38.
- Leadership
  - Customer focus and customer driven
  - Quantum has its clear vision and mission

“

***Customer focused  
and  
customer driven***

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- 39.
- Customer is our priority.
  - Understanding customer needs and act accordingly
  - Sharing the knowledge to team member for effective solution

- 40.
- Customer focus culture starts at the top management.
  - Continuity in customer focused culture is the vital for survival and success in the competitive market.
  - As for the environment, Quantum has come up with the ESG fund to invest in the companies which take care of the mother earth.

- 41.
- Being Customer Centric -  
The very first thing in the video that reminded me of Quantum is that we at Quantum are very Customer centric. Every activity done by the team has the main objective of giving a good customer experience. We have our front end / sales team who meet the customers, talks to the customers to solve their queries. We also have a back end team who tries to understand the customer needs through various analyses, like going through their mails, calls, keeping up-to-date knowledge of competitors etc. and comes up with means to improve our services.
  - Leadership Team -  
Quantum has an excellent leadership team who has set a clear customer focused vision for the organization. One of the reasons for the retention of employees of Quantum is due to the leadership team. Proper guidance and motivation to the employees is important. At the same time having proper vendor management and other policies in place and ensuring everybody in organization is following the same.
  - Vision & Mission -  
Quantum has a clear vision in order to take forward the organization and to achieve the organizational mission. This vision has set a



01

## What characteristics of the video you think resonates most with Quantum as an organization?

positive image for customers and employees. This vision has been an inspiration to the organization by giving motivation. We receive many mails in customer-care email id stating that one of the reasons they are invested in Quantum is due to the vision, leadership team and principles values of our organization.

42. ● Leadership quality - values and walk the talk;  
● Customer focus - constant touch with customers and  
● Respect your colleagues

43. ● Customer driven quality in processes in line with customer perception and expectation based on customer interpretation by focusing on who is our customer and being obsessed for understanding customer  
● Creating customer focus as a vision and setting direction which is collective expression of leadership. inspiration for people to join an organization compelling and bringing passion in an employee and should be known to all on how to achieve the vision of the organization, vision to be created by understanding the customer to the core and by being completely obsessed towards the same. Achieve direction and character of the organization though defined mission which matches with Quantum philosophy. Mission to achieve the vision by being simple and convenient.  
● Environment is also a customer, mother

“

**Values are  
observed to  
meet vision**

”

Earth should not be hurt. This can be co-related to the family environment of our investors and employees through various employee benefiting initiatives like work from home / nearby branches / work life balance / flex timings / shift timings aligning to related processes / employee engagement etc.

44. ● Quantum is a Customer focused company.  
● Quantum understands the behavior of the customer. Meets the customer talk with the customer.  
● Quantum had set a vision created in the mind of customer focus and demonstrated clear and visible organization values

45. ● Customer is always first, which Quantum always follow. For Quantum investor is always first.  
● Top management actions define an organization's culture. Quantum top management's taking action on real time which gives employee's reliable with their work.  
● Professionalism starts with respecting one another's time. Quantum not only respect one another's time but also respect the person and their work.

46. ● Quantum has a good vision for the customers.  
● Leadership  
● Quantum always works as a team and help each other.

47. ● Good vision  
● Customer focused  
● Simple products

48. ● Customer focus  
● Values are observed to meet vision  
● Sharing knowledge

49. ● Customer is important.  
● Good vision.



01

## What characteristics of the video you think resonates most with Quantum as an organization?

- Work culture.
50. • Customer Focused  
• Clear Vision  
• Leadership
51. • Giving utmost importance to the customer (investor in our case)  
• Commitment of the team members in completing the task assigned to them  
• Clear and visible demonstration of organizational values, which Quantum follows
52. • Vision, Mission and Good Vision with commitment  
• Quantum has taught to follow ethics and transparency  
• Quantum aims to become India's most respected mutual fund house
53. • Focus on customer on timely basis at top most priority.  
• Commitment to customer  
• Continuity in customer focused culture is vital for servable and success in competitive market.
54. • Environment is also a customer  
• Values of simplicity, transparency  
• Customer first
55. • Vision  
• Customer focused
56. • Mission
56. • Quantum is India's first institutional equity research as like Qimpro is first quality consulting firm, a good vision and creating a vision.
57. • All the plan, policies implemented in Quantum is in the best interest of the customer and always made keeping them in mind  
• Safeguard the interest of mother earth (environment)  
• Vision, mission, values and ethics
58. • Customer Focus  
• Vision  
• Walk the Talk
59. • Strong focus on customer.  
• Clear demonstration of organizational values and vision by the leadership.  
• Leadership committed to maintaining high standards of ethics and transparent organization culture.
60. • Top management actions define an organization's culture  
• Customer needs is the 1<sup>st</sup> priority in our organization  
• Sharing knowledge and experience
61. • Clear values and principles: Doing right things for the investors  
• Ethical business: Clean business, clear strategy to mitigate various risks, clear investment process  
• Investor centric approach: Investor first
62. • The Vision, Mission & long term plans.  
• Values, principles & ethics.  
• Customer driven quality
63. • We as Quantum understanding customer proactively

“

***Quantum aims to become India's most respected mutual fund house***

”





01

## What characteristics of the video you think resonates most with Quantum as an organization?

- We very much commitment to customer (customer first)
  - Customer listen what we say,they believe us what we are doing
- 64.**
- Point No. 1 - Customer First - Customer first - customer first (understand customers)
  - Point No. 2 - Values on principles (Leadership values set the culture of an organization)
  - Point no. 3 - Walk the talk (Walk to the customers, Meet the customers to know what the customer really wants & talk to the customers)
- 65.**
- Values - Quantum Values and also we share our Quantum values to investor due to which they trust us and invest with us
  - Customer focused - Being a team member from customer relations team while listening the part of customer focused was relating me. We understand that we always treat our customer at our priority for all their queries and try to resolve it. Further we always understand what investor wants to convey.
- 66.**
- Employee Oriented - Listening the voice of employees and also trusting employees due to which we are completing the task in given time
- 67.**
- Process excellence for Global service delivery and leadership for customer driven quality
- 68.**
- Customer segment on behaviour (we don't know the customer we know the market), Understand customer proactively
  - Organizational values based on principle of life and customer focused culture
- 68.**
- We are into customer focused culture which is a vital for survival & success in competitive market.
  - We as a Quantum, understand the customers proactively, meet them and talk to them to satisfy the needs of the customers.
  - We as a Quantum, setting a Vision & Mission by keeping customer focus to achieve the long term goals.
- 68.**
- Mr. Suresh Lulla talking about the Quality of the product and how the customer should be always kept on the top. This is what Quantum strongly believes in.
  - Leaders to Walk the talk
  - To keep the environment in mind and to contribute to its betterment
- 69.**
- Vision
  - Mission
  - Customer is always first for us.
  - Work culture.
- 70.**
- Organization maintaining its Transparency with its customers and employees with disciplined management creating trust and bond within the organization as well as with investors.
  - Being Customer Centric and following highest standard of ethics with simplicity
  - Understanding customers actively and providing timely resolution / response proactively in best possible way to satisfy its customers
- 71.**
- Value Driven Products.
  - Simple Products (Not bombarding Customers with lot of Funds)
  - Ethical in Terms of Process and advising

“

**Organization  
maintaining  
its Transparency  
with its customers  
and employees**

”





# 01 What characteristics of the video you think resonates most with Quantum as an organization?

customer the right solution.

72. ● For an organisation leadership value sets the culture, it govern how people behave in an organisation.
- Mission and Vision are two important pillars of all the company, Mission defines company's business and Vision is the desired future position of the company.
- As environment is facing serious issues so when speaker said Environment is also a customer and
- Our mother earth demands not to hurt her, so it reminded me of ESG, where we got the opportunity to talk to our investor about Importance of environment.
73. ● Set a vision
- Create a customer focus
- Customer focus culture starts at the top
- Demonstrate clear and visible organization values
- Leadership must walk their talk
74. ● Clear vision.
- Suitability of the product.
- Easy way to channelize the product.
75. ● Customer focused
- Values are observed to meet vision
- Mission
76. ● Customer first approach
- Culture
77. ● Mission & Vision
77. ● Strong Vision, Mission and Values: Quantum's values transformed into its Vision and Mission. The same had been imparted well to all levels of employees.
- Commitment to the customer: Quantum is committed to its investor at all levels. The simple products helps our investors to achieve their financial goals over a longer term. For us the investor interest if always first.
- Transparency: Our openness makes us unique in the industry as not many organisations openly talk like us. Many of our investors likes this aspect a lot as far as I know throughout these many of my experience.
78. ● Customer focus culture
- Leadership values
- Vision and Environment (Launching ESG Fund)
79. ● Values, customer first
- Vision
- Integrity, efforts for environment
80. ● Leadership:- is a collectively set the direction of the organization, it also set an image for customer and employee. Leadership creating a vision.
- Good Vision: Should be customer focused, doable, compelling, shared.
- Creating Vision: Understand the customer proactively, walk the customer, talk to the customer, meet the customer and understand the customer through the action.
- Customer:- Customer is a king and their segmentation based on behaviors who defines quality, and quality is customer perception divided by customer expectation. Customer perception are relatively stable, customer expectation are moving target and they get influence by

“

***Leaderships  
creating a vision.***

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

completion. They pay a salary to us and finally they are the inspector.

Quality:- Quality is about a customer and process and value to the customer. Quality is accomplished by a strict and consistent commitment to certain standards to achieve uniformity of a product in order to satisfy specific customer requirements.

81. ● Customer focused.  
● Leadership - set a vision for the organization by creating customer satisfaction.  
● Promises trusted by the your colleagues so that help to set a proper mission to achieve the vision of the company.
82. ● Professional approach towards working in the interest on of the investors i.e. "Investor First Approach"  
● Integrity, ethics, transparency and simplicity in the business.  
● Simple range funds that are easy to understand and invest.
83. ● Customer first, customer first and customer first statement - customer driven  
● To manufacture and supply consumer with high quality and safe product / plans.  
● Organization that appropriate for delivering delight to the costumer.
84. ● Customer focused culture: Serving our clients' needs and giving solutions based on Financial goals and interacting them to

“

**Investor  
First Approach**

”

85. ● create friendly nature with Investors.  
● Quality: Working out quality solutions for investors over a long term with the help our disciplined research.  
● Honesty: Transparency makes Quantum honest in nature and quick response for customer needs makes it a customer oriented organisation.
85. ● "A Customer focused Culture starts at the TOP" : As in Planck's theory of Quantum Physics nucleus is the center and electrons are moving around it, the same way in Quantum we are treating customers as the focal point and our customer services, policies are moving around them to provide them the best service  
● The vision is the direction of an organization; it sets an image for customers and also for employees. A good vision is customer focused, doable, compelling and also shared with everyone - Quantum's vision is in line with this statement made in the video  
● This video talked about "being simple is difficult" - Quantum's theory is to be simple, we believe in simplicity. We have simple defined products which are easy to understand by our customers
86. ● Vision / Policy - Customer centric approach. Commitment to customer. customer first.  
● Culture - Customer, employees and society focused culture.  
● Shared Vision - Employees are aware of the vision of the organization and their contribution.
87. ● Customer first i.e. we are having customer centric approach.  
● Vision of our organization.  
● Mission of our organization.
88. ● Customer driven quality,  
● The vision, mission, policies, long term plans  
● Values & principles - Charter of principles  
● Walk the talk



# 01 What characteristics of the video you think resonates most with Quantum as an organization?

- 89.
- Customer focused culture
  - Our vision does say at which direction we want to move.
  - Concern for environment.
  - We have been displaying our culture, which is why we are able to make investor believe in what we do.
- 90.
- Quantum vision
  - Proper guidance to the customer.
  - Walk your talk
- 91.
- A good vision for organization and make all the stakeholders working toward it.
  - Investor's interest is always given priority.
  - We planned our work for a day, month, quarter and year and do.
- 92.
- To have a clear vision any organization and the same is followed by Quantum
  - Values of an organization which must be based on the principles of life- this reminded me of Quantum as it has values and principles for its organization and that's one of the main reason people be with Quantum for a very long time, you look up to your organization and be proud that you are associated with such organization.
  - Customer Focused, customer comes first, customer is No. 1- This approach is followed by Quantum.
  - All these three points above are also laid down in the document "Charter of

Principles" - through this document any person including customers can gauge out of their own experiences whether Quantum is following the path and it values or deviating from the same. Also, the document is adopted by Board members, Management and all the employees to ensure that the principles are followed at all levels.

- 93.
- We are into customer focused culture which is a vital for survival and success in competitive market.
  - We as a Quantum, understand the customers proactively, meet them and talk to them to satisfy the needs of the customers.
  - We as a Quantum, setting a Vision & Mission by keeping customer focus to achieve the long term goals.
- 94.
- Quantum always focused on their Mission, what business we are in and what we are providing to our Investors.
  - The policy of Quantum in an organization is what they commit to the investors.
  - Quantum looks being in passion in to every employee the reason is why we remain in organization is because its our vision
- 95.
- Customer Centric or Focus Vision: - As I am aware or always cleared in my mind that what we work in Quantum, It will and it should be for our customers satisfaction and providing the value and timely services.
  - Walk your talk: As a customer awareness initiative, We Quantum had started the Path to profit. Which we have expanded to various cities of the country. During this we educate the people, take a input and feedback from our customers.
  - Environment:- Vision creating should have environment consideration as a customer, In Quantum we have already provided importance for Environment, the launch of ESG is just one part of it.

“

***Values of an organization which must be based on the principles of life***

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

96. ● Vision  
● Mission  
● Care & concern for environment.
97. ● Customer information  
● Leadership  
● SWOT analysis
98. ● Vision, mission, policy, values and customer satisfaction.  
● Taking into priority investor goal based needs and striving to fulfill the expectations of investors.  
● Quantum Mutual Fund aims to become India's most respected mutual fund house.
99. ● Customer first approach  
● Long term vision of the origination &  
● Leadership of the organization
100. ● Our vision encompasses everything mentioned in the video  
Vision which brings fire in the belly : We are not in the race to be the largest In terms of AUM but the most respected.  
Values like simplicity, transparency & integrity which not only shows in our products but also in our leadership as well.  
● Walk the talk: We do not own 'sin stocks'  
● Customer first: Customer centricity is the important pillar of Quantum.
101. ● Vision is Sync with the policy of customer first
102. ● Customer first  
● Customer requirement and solution  
● Good working environment.
103. ● Customer oriented and always serves to the best.  
● Quantum policy holds the roots of customers and meets the commitment.  
● Walk your talk
104. ● Customer focused approach / vision, inspiration for employees to join Organization.  
● Top management action defines the organization culture.  
● Continuity in customer focused culture is vital for survival and success in competitive market.
105. ● Customer is important - We have been following this since the beginning wherein Quantum has always given preference to Customer first.  
● Being simple is difficult - Quantum has always been simple in its working and still managed to grow steadily.  
● A customer focused culture starts from the top- the top management of Quantum has always followed the 'Customer is important' approach and hence all the teams follow it proving that 'A customer focused culture starts from the top'.
106. ● Environment is also a customer  
● Customer first  
● Values of simplicity, transparency
107. ● Vision  
● Mission  
● Customer satisfaction
108. ● Customer First :- We at Quantum, have always believed and practiced that

“

***Values of simplicity,  
transparency***

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

customer`s interest comes first.

- Walk the talk :- We have always believed in walk the talk approach.
- Vision and Mission:- We have clearly defined our vision and mission which clearly demonstrate the organisational goals and values. Even our vision and mission is shared with all the stakeholders of the organisation.
- Customer Connect :- We do PTP`s where in the top management goes out and meet the existing investors / leads.

- 109.
- Vision
  - Disciplined management
  - Organization Culture

- 110.
- Customer values, understanding the customer`s needs, customer Satisfaction
  - Prioritizing the expectations of Investors and full-filling them.
  - Taking utmost care and high priority for the Customers investments

- 111.
- Value: Integrity, simplicity, transparency.
  - Principles : Discipline research and management
  - Vision : Always focus on low cost approach.

- 112.
- Quantum is investor centric with the highest standards of ethics and transparency.
  - Clear vision of the organization which has transparency and always be a guide to the customer to fulfill their goals and adding them value in their investment objective.

“

***Commitment of team members***

”

- Our vision of the company clearly reflects the collective expression of the leadership which has set up a clear image for an customer & employees, this brings inspiration for organization which compels passion in every employee.

- 113.
- Strong Vision: Simplicity, transparency and integrity has inspired our employees and customers.

- Quantum is investor centric and we are committed to customer with the highest standards of ethics and transparency
- Leadership values - walk your talk, has helped to develop good work culture

- 114.
- Customer is number 1 priority
  - Commitment of team members is high
  - Being simple is difficult (but important)
  - Values and culture start at top

- 115.
- Customer focused:- Quantum is customer focused which is the need for survival and success in this competitive market where customer is final inspector.
  - Vision:- Quantum has a clear vision which follows Honesty, transparency and values.
  - Employee friendly work culture in a professional manner.

- 116.
- Good Vision: A sets a direction and Character of an Organization
  - Brings passion in every employee and they continue to work for longer duration, thus Quantum sets a good example for the same
  - Commitment to Customers - 'Customer First', to focus on the needs of our investors by adhering to traditional values of simplicity, transparency and integrity.
  - Leadership Values: Walk a talk on values, has developed a good culture in our organization

- 117.
- Customer centricity
  - Leadership and
  - Values



01

## What characteristics of the video you think resonates most with Quantum as an organization?

118. ● Vision, mission and values.  
● Customer first.  
● Ethics and transparency.
119. ● Our clear Vision - Investor first (Stay focused on need of investor):  
● Our Organization is focused on customer satisfaction. One thing that correlate with Quantum is understanding Customers perspective and meeting their expectations. Our business ethics and Transparency helps in building trust of investor and team as well  
● Walk the Talk - The Vision of our top management is clearly defined to the team, investor's, partners and associate. Leaders who think differently about their business invariable talk about it differently. Clear vision of Top management helps team in putting collective effort in meeting the mission of organization. Compelling the colleagues by making them understand their effort in meeting business mission. This encourages team to work hard  
● We too having a long term vision - Managing Fund with integrity to meet our long terms goals. Maintaining the integrity regardless of market condition or volatility
120. ● Customer centric  
● Following 3 pillars of company: Value system i.e. Trust transparency and integrity.  
● Effective leadership
121. ● Vision - Crete a honest and transparent organization.
122. ● Mission - Commitment to customer and working towards achieving the same.  
● Customer satisfaction by creating high standard quality products (schemes).
122. ● Vision & mission shared by employee: in my case I help through the system we developed for sales & partners team to make correct and timely decisions.  
● Values based on principles of life : We offer simple product which are easier to understand.  
● Process & Policies : We are able to gives sensible, risk-adjusted returns over the long term through a disciplined research and investment process.
123. ● Customer first.  
● Explanation of vision & good vision.  
● Values.
124. ● Vision: Customer focused, discipline and honest in nature.  
● Preferring customer over market leader. Investors are important as Quantum is a transparent organization.  
● Protecting environment is also important (Mother earth also considered as a customer)
125. ● "A Customer focused culture starts at the TOP" : As in plank's theory of Quantum nucleus is the center and electrons are moving around it, the same way in Quantum we are treating customers as the focal point and our customer services, policies are moving around them to provide them the best service  
● The vision is the direction of an organization; it sets an image for customers & also for employees. A good vision is customer focused, doable, compelling and also shared with everyone - Quantum's vision is in line with this statement made in the video  
● This video talked about "being simple is

“

***A Customer focused culture starts at the TOP***

”





# 01 What characteristics of the video you think resonates most with Quantum as an organization?

difficult” - Quantum’s theory is to be simple, we believe in simplicity. We have simple defined products which are easy to understand by our customers

- 126.**
- The first thing is the vision and the mission that we have which is crystal clear and it acts as a guiding force for all our action and decision we make which in return help us as an organization to guide the customer in a better way.
  - We being in the business of asset management and the customer satisfaction could be a little different as compared to other industry as its relative in nature but still we have managed to provide good service to our customer and able to guide and interact with them keeping in mind of our customer first approach.
  - The PTP that we do is a classic example of the top management interacting directly with the customers and taking feedback and direct questions which we rarely see in any other business or for that matter in the asset management business it creates an environment of confidence and we also get a sense of what investors are perceiving of us, which we saw in the video where management directly interacted with the customers for feedbacks.
- 127.**
- Customer focus - not only in terms of market segmentation, but at Quantum we go above and beyond to understand the customer

“

***Employee satisfaction  
which leads to  
customer satisfaction***

”

persona, behavior, life stages, interests etc. We interact with them in PTPs, over the phone, focus groups (leads), improve sales scripts through workshops with them etc.

- Organization principles - we have a solid set of principles which each employee follows, wherein mutual respect, work ethic and integrity is constantly reinforced.
  - Commitment - Whether the outcome and result is optimal or not, there is sheer dedication towards achieving a goal demonstrated by most teams
- 128.**
- Our crystal clear vision & mission statement which shows us the correct path to achieve what is expected from us
  - Employee satisfaction which leads to customer satisfaction
  - Our Process and policies - By following our set processes and policies we are able to deliver risk adjusted returns over the long term horizon
- 129.**
- Words came in the topic = Leadership, customer driven & quality
  - Good vision is doable in finite no. of years i.e. 5 years.
  - Policy of organization = commitment towards customers.
- 130.**
- A Vision
  - Customer focused
  - Organization values
- 131.**
- Quantum vision is good in terms of compelling & shared to every employee.
  - Quantum always talks about values.
  - People listen to what you say, they believe what you do.
- 132.**
- Customer is first priority
  - Creating Vision:-
    - ◆ Understanding customer
    - ◆ Leadership values
    - ◆ Environment
    - ◆ Organization





01

## What characteristics of the video you think resonates most with Quantum as an organization?

- Vision Derivatives :- Long term plan
- 133.**
- Long term plans
  - Customer focused culture starts at the top
  - Policies and culture of the organization
- 134.**
- A vision
  - Organizational values
  - Customer focused
- 135.**
- Quality Fables: The point where Mr. Suresh covered and explained the part of quality fables.
  - Sales Process: Sales process we have to achieve vision of an organization.
  - Value: Strong value and ethics in process to meet the vision considering all the rest aspects.
- 136.**
- Values based on Principles of life: In Quantum we follow the policy of transparency. No hidings, no lies to customers just to get a sale.
  - Environment: Our new launched ESG plan.
  - A Customer focused culture starts at the TOP: Our top management(Founder,CEO and MD) attending client meetings personally
- 137.**
- We should have more customer satisfaction surveys which will help us in understanding our customers better and to serve them better.
  - A regular follow up with the existing clients,
- so we can implement their feedback to serve them better and get additional business.
- A satisfied customer is the key to success. Word of mouth plays a very important role in any business.
- 138.**
- Our business mantra - Customer first, customer first, customer first.
  - Customer focus tone is set from the top and is also ingrained in our policies, processes, people, products.
  - Our value system, mission and vision statements are based upon basic common sense principles of life.
- 139.**
- Vision
  - Customer focused culture
  - Clear and visible organizational values
- 140.**
- Customer First: Which we practice and find the way to serve best in the interest of the customer. Not only doing our core part as asset management but by educating them how and what we are doing. What should they take care when investing. It creates a belief and bonding between us and leads to transform us in "Vanguard of India".
  - Listening to customers : From the example of chairman selection example of company reminded me the importance of listening from the direct customers, which we practice by getting the feedback from customers and acting upon it for positive and progressive enhancement by concerned department after evaluation.
  - Integrated Culture: We are continuously practice to achieve a common goal of being Vanguard of India by doing our specified roles with coordination.
  - Vision: Vision in the video shared about benefiting not only the customers but society and Mother Earth with our inner conscious. We are in a good way to contribute the same by sharing to NGOs and doing activities like tree plantations.

“

***Integrated Culture***

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

141. ● Demonstration of clear and visible organizational values. Values should be based on principles of life.
- Defining the direction & character of the organization.
- Vision is a reason for people to join the organization.
142. ● I have observed not 3 but more practices which are followed at Quantum which I have listed down.
- Vision- set direction for the organization.
- Organisational values based on principles of life.
- Ethics.
- Policy - Commitment to the customer and customer focused.
- Commitment of the employees.
- Integrity - Demonstrated at every stage.
- Process -
- Investment Processes - Well defined Investment processes which is a USP while dealing with the customers.
- Customer Services - Set processes with defined timelines for delivery.
- Leadership - Leaders walk the talk.
143. ● Focus is always on the customer who is treated as 'the final inspector';
- Ethics and values ('as you sow, so you reap') matter, and in so doing, Quantum takes care of Mother Earth and society as they are our main customers / users, hence respecting everyone and everything;
144. ● Leaders 'walk their talk' to learn from customers, and are 'simple' (which is difficult to be).
- Process
- Customers Focus
- Vision
145. ● Ethics in Organization
- 'Good ethics is good business' is the tag in Quantum and the first thing that reminded me of Quantum.
- Customer first
- Quantum focuses more on customers and taking care that it should not affect it in any way. This is the ethics of Quantum.
- Vision
- Quantum is being a visionary company, focusing on the needs of investors and follow the traditional values of simplicity, transparency and integrity.
146. ● The leadership in Quantum is customer focused
- Leadership believes that quality is defined by customer
- So improve the quality they take regular feedback from customer
147. ● Organizational values
- A good vision and mission
- Process excellence
148. ● Customer first approach
- Vision (Long term goal for the organization)
- Leadership values
149. ● Leadership
- Vision
- Vision Derivatives
150. ● Customer Focus - Quantum has always been known for its customer first approach. We have taken pride in launching so many first in the MF industry initiatives keeping in mind our customer's benefit and their

“

***Good ethics is good business***

”



# 01 What characteristics of the video you think resonates most with Quantum as an organization?

convenience which became norms later on and even widely acknowledged by the regulators.

- Values and Principles - Doing what is right for the customer without compromising on the quality of service, an organisation that holds itself to a higher spirit of the law and to the rule of good intentions
- Vision - Our vision to be India's most respected and preferred investment management company for customers. Every Indian to be a Quantum customer

- 151.**
- While speaking about certain definitions, Mr. Suresh Lulla mentions about the Values (principals) to be observed to meet vision. This reminds us of the company's policy is to follow a defined Charter of Principles which has to be complied and adhered to by every employee.
  - While answering the 2<sup>nd</sup> Question regarding the "Voice of the Customer", Mr. Suresh Lulla reminds us of Quantum Mutual Funds understanding the Voice of the customers(Investors) and being the first to introduce direct schemes to the Investors in order to provide the customers(Investors) with a more honest, transparent and low cost mode of investment. It also reminds us of the various ways in which Quantum strives to improve the Quality of its products.
  - Mr. Suresh Lulla, while mentioning about customer's focus reminds us of Quantum's efforts towards the same in terms of it

“

***Values : Based on principles of life***

”

organizing a number of sessions regarding "Path to Profit" and also setting up "Jimmy's Vision" whereby the Investors are presented with opportunities to present their Queries and seek solutions and answers for the same.

- 152.**
- Companies to have a good vision. Quantum has a clear vision- to be the most respected fund house.
  - Set Image for Customers - Quantum has set clear image for customers and employees - A honest fund house.
  - Customer First
- 153.**
- Leadership has a set vision;
  - The organization demonstrates clear and visible values such as honesty, transparency and ethics; and
  - The organization is customer centric.
- 154.**
- Customer service information
  - Leadership
  - Ethical business
- 155.**
- Always "Customer First"
  - Long term vision
  - Values : Based on principles of life
- 156.**
- Customer focus - customer focus has been focal of policies, vision, mission of Quantum
  - Good Vision - Quantum's vision has always been customer focused, while adhering to values of simplicity, transparency and integrity. Its character of Quantum.
  - Walking your talk - Quantum has never made any false promises to investors / customer or even employees. Quantum delivers what it talks
- 157.**
- Vision for the Organization - Focus on customer or customer first
  - Clear and visible organizational values
  - Sets the image for customers, employees & society (always think about all the stakeholders)



01

## What characteristics of the video you think resonates most with Quantum as an organization?

158. ● We also gave first priority to our customer (Customer First approach), in all situation and In All Process. We first understand to customer and after we are advice to customer. We are solution base team.
- I remind our vision & mission. Our vision is to focused on investor needs. Or mission Quantum Mutual Fund nurtures a partnership culture with our investors and employees to spread the goodness of investing.
  - Our leadership - We have strong leaders at all department. All colleagues are also helpful in the workplace.

159. ● Mission: What business we are in.
- Vision: Desired future state of organization.
  - Policy: Commitment to customer.
  - Customer Focused: In Quantum, customer focused at first priority every part of Process of organization.
  - Hear the Voice of Final Consumer: Quantum organize PTP's for hear the final consumers.
  - Values : Strong values and ethics in process to meet the vision of organization at all aspect.

160. ● Vision  
Quantum manages to direct and characterize the whole organisation creating customer focus and setting high expectations for us.
- Values  
Organisational values of our company are

“

***Customer first-  
we treat customers  
like a king***

”

- inspiring
- Commitment to customers  
Customer focused strategies are compelling

161. ● Customer focused vision and mission, and our existence is for customer.
- We are one of the top organisation who always believe individual's Values and Principles is the only way to delight the customer and serve organization goal. No matter what challenges thrown to us but we the Quantumites never drift from our Values.
  - Leadership - We are different in terms of values, ethics, care for society and care for environment in doing business. This is in our genes because of our leaders in Quantum do what they preach to us and customers. They are setting an example for us to follow.

162. ● Vision - Set the direction and character of organization, which is the collective expression of the leadership.
- Values - Based on principles of life - as you sow so you reap, and the principles to be observed to meet the vision.
  - Policy - Customer first

163. ● Our Vision
- Our leadership and
  - Most Customer is No. 1 this things remind of Quantum

164. ● Customer first- we treat customers like a king either he / she is HNI / UHNI or 500 rupee investor, provide all services to all income group investors i.E. P2P sessions invitation.
- A good vision- Quantum launched India's first direct to invest mutual funds schemes in 2006. And today industry moving towards direct plans.
  - Creating a vision - walk to the customer, meet the customer and talk to the customer.

165. ● We have a vision which has set the direction and character of our organization
- We have clearly laid down principles that



01

## What characteristics of the video you think resonates most with Quantum as an organization?

need to be followed to meet the vision

- Customer comes first. Everything what we do revolves around it.

166. • Transparency  
• Honesty  
• Commitment towards customer

Vision and customer centric approach

167. • Quantum has a customer centric approach, client interest is kept as top priority. All the clients are treated equally.  
• Quantum is doing path to profit to make the client understand about the product they are investing in, understanding the clients requirement and addressing their questions  
• Quantum is focused in safeguarding environment by reducing waste, planting trees etc.

168. • Customer oriented and focus on their behavior, just like the way amazon provides the best to its customers and understands them.  
• Quality - which also depends upon the customer.  
• Leadership - for setting a vision, setting higher standards and expectations in the organization in relation to customer focus & values based on principals of life.

169. • We value our investor. Quantum is first to direct investment company.  
• We have come up with fund in which direct

or indirectly we care for the environment (Mother Earth).

- Top management demonstrating clear and visible organizational values.

170. • Leadership for customer driven quality  
• The vision - organizational ethics and values  
• Values - Principles of the company is what we follow and abide by it.

171. • Vision, mission, values and ethics,  
• Customer focus, and  
• Safeguard the interest of Mother Earth (environment), one of our customers.

172. • A good vision which sets direction, sets image of customer which is doable and shared with each employee  
• Team invest time on the feedback shared by customer also tries to call and complete or seek the correct intent of the remark. The team also sets lesson learn from the feedback for improvements.  
• Customer segmentation is practiced on the basis of demographics.

173. • Yes, I can see that Quantum is also giving priority to their customers first.  
• If customers don't give us their business, we will not grow. We want more customers so as IT professionals we always attend to business teams calls on high priority.  
• In the past one year, I got to know that Quantum has very talented and qualified leaders and HODs. Due to this I think we are growing our business day-by-day.

174. • A clear mission & vision statement has been set and communicated to all the employees. The direction and character of the organization has been clearly set.  
• The leaders have always demonstrated that they walk their talk.

“

***Safeguard the interest of Mother Earth***

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

- The customer focus culture starts at the top and has been ingrained to the lowest level.
- 175.**
- Leadership
  - Vision and
  - Customer focused approach
- 176.**
- All the plans, policies implemented in Quantum is in the best interest of the customers and always made keeping them in mind.
  - At Quantum, We are always striving to find ways in which we can be environment friendly if it's through our fund (ESG) or the daily operating of the organization (Replacing plastic bottles with glass ones) etc.
  - Like in the video, our mission and vision always are based on our core values and ethics.
  - We have committed leaders who takes responsibilities and act in accordance with the plans (who walk their talk).
- 177.**
- We have a vision - which portray our image to customers / employees and that we have mission which states what we will do to achieve that vision
  - Investor First - Customer first. We have espoused this. Charter of Principles
  - The founders have walked the talk
- 178.**
- The video talked about creating a customer focus culture which starts at the top reminds
- “  
*Respecting one another*  
”
- 179.**
- Customer first - Quantum's culture is always customer first and all the business decisions are directed towards benefiting customer first.
  - Walk the talk - During my long tenure with Quantum, I've experienced numerous times that we always say / share what we can do and accomplish it. No false promises / commitments to investors, employees and other service providers.
  - Respecting one another - Respecting each and every one's view.
- 180.**
- Customer focused: Quantum MF always has investor first approach. Work for the good of the investors. Quantum MF belief as an asset managers not asset gatherers.
  - Vision & Ethics: From first day our vision are set. Investors always first, focused and work for investors. Quantum carries high ethical standards
  - Set Image: Customer's believes in what we do. Trust worthy in tribulations & good partnership with the employees.
- 181.**
- Customer Focused - We have always and always acted in the best interest of the





01

## What characteristics of the video you think resonates most with Quantum as an organization?

customer. Instilled the same language in every member of the organization.

- Walked the talk - Never drifted our focus from the process. If a particular thing never worked, we tried to understand where did we go wrong and improved. Eg. When value style never worked, we didn't change towards growth or momentum. Also because we were confident about our strategy.
- Doing good for the society - Vision of 10% donation of PAT, Help Your NGO initiatives, Smile facility, Front-runner in ESG.

182. • Quantum does place a very high emphasis on customer and all decisions are taken in the best interest of the customer
- Leadership - Has demonstrated clear and visible organization values and has walked the talked
  - Our vision does incorporate key points on Character and sets an image for employees and customers

183. • Vision
- Mission and
  - Values

184. • Highly customer centric
- Well laid out vision
  - Good communication

185. • Customer first - Customer focused / quality customer service / for us in administration

“

**Quality customer service**

”

we have two set of customers - internal customers (Employees / vendors), external customers - investors)

- Vision / good vision - direction & character of organization / sets image for customers and employees / Inspiration to organization
- Values

186. • Customer First.
- Quality customer service.
  - Good quality satisfaction to customers.

187. • Vision
- Mission
  - Values

188. • Understanding customer-first approach: The term is pretty self-explanatory. We put our customers first, above all else and we practice it. This means doing business around them, which is important to them. We even guide our customers how to invest money.

- Listening to customer problem: We practice to understand the customer's problem first and acting according to the problem with concern team as soon as possible and we believe in simplicity like "Vanguard".
- Vision: We have some responsibility for our society and mother land and we are happy, we are doing good in the area like tree plantation and donating to NGO.

189. • Customer focused
- Understands customer by walk, meet and talk
  - Continuity in customer focused culture

190. • The clear vision of the organization which have transparency to understand by everyone
- Complete focus on the customers, proactively understanding the customers and giving values to them
  - Always be a guide to the customer starting





01

## What characteristics of the video you think resonates most with Quantum as an organization?

from the beginning of their investment journey and help them to reach their goals and even after fulfilling it, help as a never ending support, which builds trust for the customer

- 191.**
- Vision
  - Principle & values
  - Inspiration for organisation.
- 192.**
- Mission: It is always on the focus, so everybody knows organization mission and contribute at each level.
  - Vision: It is a pillar of any organization. Strong and clear vision show the path for long period of time.
  - Customer Voice: By listening customer voice we can move from customer satisfaction to customer delight.
- 193.**
- Customer is No. 1 (Focus on customer is always on the top in our all decision and action)
  - Concept of faster, better, cheaper and different (We always focus and work towards the concept faster, better and cheaper service which show that we are unique in this competitive market.
  - Hearing the voice of final customer is best education to all level of management. (We are always happy to work on customers suggestion / feedback and implement it wherever possible to match our service with the expectation of customer.

“

***To serve with  
highest standards  
of ethics***

”

- 194.**
- Customer oriented firm.
  - Like Quantum they know what their customers exactly want for long & short term investment.
  - Most important working environment are healthy & value based
- 195.**
- At Quantum we always value our customer.
  - We focused on the needs of our investors by adhering to traditional values of simplicity, transparency and integrity.
  - Top management demonstrating clear and visible organization values.
- 196.**
- Vision
  - Values
  - Ethics
- 197.**
- Customer first.
  - Process driven policy, with less / absence of individual influence.
  - Long term (5 years, above) customer based vision, believe in long term sustainability.
- 198.**
- Commitment to customer first, understand the customer's needs, customer satisfaction.
  - Quantum is having the principles of honesty, trust and transparency.
  - To serve with highest standards of ethics
- 199.**
- Vision, mission, policy and a good vision.
  - Commitment to customer first.
  - To serve with highest standards of ethics and transparency.
- 200.**
- Customer comes first.
  - Values must be based on principles of life.
  - Being simple is difficult.
- 201.**
- Vision
  - Mission
  - Customer value
- 202.**
- Values, principle to be served by meeting vision, this goes in the area of ethics.



01

## What characteristics of the video you think resonates most with Quantum as an organization?

- Policy, commitment to the customer.
- Professionalism starts with respecting one another's time.

- 203.
- Customer focused
  - Customer is No. 1
  - Compelling

- 204.
- Customer driven vision which has set the image for customers, employees and society.
  - Leadership which has set a vision for the organization, creating customer focus in the organisation.
  - Demonstration of clear and visible organizational values and walking the talk by the leadership of Quantum.
  - Understand the customer, walk to the customer, meet the customer

- 205.
- Vision
  - Value and policies
  - I believe Quantum have good vision values and policies.

- 206.
- Leadership is a collective of top management and most important responsibility is that of setting a vision of organization, create a customer focus.
  - Vision - Direction and character of organization, inspiration of organization, compelling and shared with everyone.
  - Vision derivatives

- 207.
- Good Vision - Quantum, too has a customer

“

***Our world revolves around customers***

”

focused vision and mission which is talked, shared and practiced at every stages of our journey with the organization. We have always set a doable target and objective which is just not hypothetical but sensible, realistic and achievable. It is compelling and shared by every employee right from their training period. This helps them as a team member to remain focused and achieve the goals of the organization.

- Customers - Our world revolves around customers. We serve our customer by listening to what they have to convey to us, understanding their needs / concerns, always make possible efforts to ensure that their needs are met and fulfilled. Our Relationship managers always visit them whenever and wherever hoped by our customers so that timely assistance are provided and make ourselves available for them.
- Leadership Values - Right from Ajit Sir, Subbu Sir, Jimmy Sir, Harshad Sir (earlier) and Chandrasen Sir, they have always kept us motivated through various forums and meetings that helped us focus on imparting delightful customer experience and working solely for the best interest of our investors even at our hard times. They are truly walking their talks..
- Policy - Commitment to customers. We have process and policies in place for customers with wide range of options available to make services easy and accessible. Our processes are flexible and we welcome having exceptions in place too within the defined compliance and regulations to help investors meet their necessities.

- 208.
- Quantum has treated their customers with respect, offered great values and built a relationships with them that still exist today.
  - Company has created its strategic directions by clearly stating its mission, vision and values.
  - We have got committed sales force team



# 01 What characteristics of the video you think resonates most with Quantum as an organization?

who interact with the customers face to face and try to understand their need and behaviour. Monthly meeting with the sales teams has helped company to insure that sales force are not closing bad fit customers that end up churning few months later.

- 209.**
- Vision of the Organization - simplicity, transparency and integrity.
  - Customer focused culture starts at the top. - one policy to the origination i.e. customer first.
  - Mission of the Organization - Quantum mutual funds nurtures a partnership culture with our investors and employees the goodness of investing.
- 210.**
- Customer is top: the concept of PTP where we meet investors and present our case, don't know whether feedbacks are taken and actions taken accordingly
  - Being simple is difficult: Our investment philosophy is being tested when markets are bullish, but we stick to our simple principle of value investing
  - Policy - Having vanguard principle which says customer has to be given top priority.
- 211.**
- Customers are king and queen of any business. They are there so we are here.
  - Service should be of highest stands and the customers need to be served with utmost care and attention.
  - Policies and Procedures are equally

“

**Quantum never ever  
compromise on  
transparency**

”

important of an organization and needs to be designed by keeping customers in our mind.

- 212.**
- Customer / investor first
  - Vision, mission and values
  - Customer focused culture
- 213.**
- Leadership - Our top management has set a strong and compelling Vision for an organisation and everyone is following it religiously.
  - Our Vision - To stay focus on the needs of our investors and be India's most respected fund house by adhering to traditional values and simplicity, transparency and integrity while continuing to deliver steady performance over long term.
  - Customer first approach - We at Quantum believe customer is everything and hence customer comes on top priority.
  - Understanding needs of the customer's - We at Quantum always listen carefully to the customer's about their needs, goals, expectations etc. and then we provide a solution to them by introducing our simple range of funds.
  - Commitment and Professionalism - We at Quantum never ever compromise on transparency and hence we are India's most respected fund house.
  - Culture - We at Quantum had always take good care of our customers, employees, society and environment.
- 214.**
- Quantum is been built on values based on principal of life.
  - Quantum has always walk the talk.
  - All processes and business practices have been designed keeping in mind best interest of the customers which shows high level of commitment to the customers.
- 215.**
- Set Vision
  - Leadership which walks the talk
  - Clear and visible organizational values



01

## What characteristics of the video you think resonates most with Quantum as an organization?

216. • Under Leadership, setting a vision of the organization.  
• Under Leadership, clear and visible organizational values and principles.  
• Under creating a vision, the aspect of taking into account environment reminded me of Quantum's dedication towards protecting and nurturing the environment.
217. • Having in place our Vision, Mission and Values  
• Senior management walking the talk  
• Respect for all employees - as the webinar said even the secretary can provide valuable information
218. • Values  
• Mission  
• Policy
219. • Quality of our products i.e. various schemes is undoubted and matches the purpose it is made for.  
• We walk the talk, the traditional values of simplicity, integrity, transparency can well be seen through naked eyes.  
• Customer Centric: there are number of instances that can vouch for our customer centric orientation. There are various policies that we have adopted well before SEBI made it regulation to be followed by all MF houses for protection of customer interest.
220. • Focus on vision, mission and values.
221. • Analyze customer needs.  
• Principles to be observed to meet the vision  
• Top management actions define organization's culture. (@ Quantum we have never seen employees at top level having ego / attitude of their position.)  
• Professionalism starts with respecting one another. (@ Quantum employees have been always helpful & supportive.)  
• Return on investment. (Always people raise this question that why returns of Quantum are not as good as given by other firms.)
222. • Quantum as a company has cleared defined its Vision and the same is prominent in its tagline "Profit with Process".  
• Quantum's principles of simplicity, transparency and honesty are in line with its vision.  
• Team members participation and diligence
223. • Application of vision to meet the long term goals rather than short term targets  
• Clearly set processes to achieve goals  
• Focus on solutions that would benefit customers rather than solely focusing on bottom line
224. • Customer focused:- Reminded me of induction days, Quantum Logo was the topic. I truly experienced in this organization that customer always comes first. We all revolve around investors to not only safeguard their hard earned money but also give them secured returns with minimal risks.  
• Vision: Quantum's vision are so transparent and clear that everyone know his contribution towards company's growth.  
• True Human values: Quantum always cares for their employees. Current scenario of Corona outbreak is the example, where Quantum took decision of Work from home way before govt imposed to go. HR's regular feedback call of our well-being was an

“

***Profit with Process***

”



01

## What characteristics of the video you think resonates most with Quantum as an organization?

outstanding initiative. This makes us being always motivated and dedicated to our commitments

- 225.**
- Quality customer service
  - Walk and talk
  - Customer first

- 225.**
- Customer focused
  - Good scheme having good quality stocks.
  - Organizational values
  - Quantum has good ethics, values, culture, simplicity and transparency towards the investors and its employees.
  - Disciplined approach
  - Quantum has value style investment and ESG criteria.

- 226.**
- Customer focus and interaction.
  - Transparency in sharing of knowledge.
  - Assigned task are successfully completed in given stipulated time.

- 227.**
- We are asset managers, not asset gatherers. This customer focused culture percolates down to the rest of the organisation and reflects in the way we work
  - Just like in the fable, our fund managers regularly interact and attempt to educate themselves about the customer / investor through P2Ps
  - Quantum's inspiring vision to be the most respected fund house in India is successfully imbibed in the work culture and was one of the reasons why I decided to join the company

- 228.**
- Culture and values
  - Customer centric
  - Leadership - Vision & mission

- 229.**
- Valuing & respecting customer needs.
  - Customer centric
  - Following 3 pillars of company: Value System i.e. Trust Transparency and Integrity.

- 230.**
- Effective leadership
  - Culture & values
  - Customer first
  - Leadership

- 231.**
- Customer satisfaction
  - Walk and talk
  - Customer first

- 232.**
- Customer first.
  - Being simple is difficult.
  - Explanation of vision and a good vision.
  - We discuss about what we have learn by meeting the customer with the colleague who are doing similar activities without the customer and we act on the difference.

- 233.**
- Focus on vision, mission and values
  - Better, cheaper and different - Quantum being the first AMC to start 'Direct' plan makes it different with one of the lowest expense ratio.
  - Understanding customer needs - Quantum always focused on understanding the needs of investors

- 234.**
- A point covered in the video was Demonstration of clear and visible organization values. I believe Quantum has a clear vision and mission.
  - Mr. Suresh Lulla pointed that values of an organization must be based on the principles of life. Quantum abides by its principles of ethics and transparency which is a positive outlook and should always be followed.
  - Customer focus was the main subject of the webinar. I think Quantum is customer focused too.



## 02 Key factors Quantum could focus on for successful organizational development?

1.
  - We are at a professionally managed company existing for few decades running business with process excellence. Rarely one can find things which Quantum does not have. And if Quantum does not have means, our principle does not force to have. Yes, there is always scope for improvement which I think a very common fact for any blue-chip company. Below are few things which already exist but should have more going forward.
  - Brand recall
  - Quality product - already have few niche products but would like to have few more such quality products going forward
2.
  - Employee engagement with HR should be done and feedback to be worked upon.
  - Incentive to motivate better performance.
  - Reporting Manager should adhere to rules laid out and ensure transparency in communication.
3.
  - Wowing the customer
  - Mutual respect and complementing
  - Being proactive to customer needs.
4.
  - Quantum should have more categories schemes.
5.
  - Process Management - We could be faster in introducing new technologies, better sustainable solutions for long-term investments and give Quantum that differentiator that makes us stand apart from other 43 fund houses.
  - Make our customers / potential investors be aware of our existence and why they need us.
  - Lastly, it's never enough to make sure we are taking good care of our environment and our business growth is sustainable.
6.
  - Commitment to the customer
  - Vision in terms of doable i.e. well defined time frame
7.
  - Passion
7.
  - Walk and Talk - Getting more information from customer and decoding the same with personal requirement of the customer, indulging to read the customer and providing the need with constant interaction after he / she has become our customer basically which is known as After Sales Service in terms of Marketing.
  - Competitive Advantage - We already have a different style and unique strategy of investing so we can come up providing a different outlook which would separate us from the rest giving us a position in market over our competitor.
8.
  - Deliver steady performance over long term.
  - Commitment of the team members by discussing about what we have learn by meeting customers and their needs.
  - Setting high standards of ethics and value which inspire customers, employees and all other stakeholders
9.
  - We can increase the volume of meeting with Investors to understand them well and guide them to achieve their financial goal by suggesting suitable products and also we have to take steps to reduce the lead conversion time.
  - We should continue to focus on giving the best performance as per scheme parameters to increase the Investor Base.

“

***It's never enough to make sure we are taking good care of our environment and our business growth is sustainable.***

”





## 02 Key factors Quantum could focus on for successful organizational development?

- Velox reporting may be limited to the regulatory requirement so that Staff would be encourage to Invest.
10. • Character counts session by Mr. Ajit Dayal, wish to have this more from Ajit Sir- this really brings fire in the belly as said in the video by Mr Suresh Lulla.
- To create passion in every employee to remain in an organization working towards common goal.
  - Should have more of Leadership Values
11. • I've expressed this before but it's surprising that at Q (while I was there) we didn't have more people just lobbing in questions or suggestions to marketing, given that we were able to at least somewhat consider everything from magazines to rail stations to buses to cricket.
- Related: our customers aren't kids or sick patients. They are us. We are one and the same. Everyday folks who need to manage home finances on a day to day basis while making sure they save properly for the long run. We should be able to draw on a ton of collective anxieties and stresses and confusions and desires of the everyday Indian without having to even go outside our own doors. Do we do that?
  - Marketing needs to have more willingness to really think different, like Steve Jobs said, and show the world that we're different. There's all the leeway to be exceptional, but I didn't see a tremendous energy or creativity amongst the team members to really be creative. Hopefully that has changed with the new faces there.
  - In terms of the 'faster' aspect described above - customers are surely stressed now. How can we act quickly to serve them? In an environment like this, maybe we could do quick 3-5 minute videos - that don't require a ton of their time - to help calm their nerves and help them think through what they need to consider in continuing to allocate
- their savings or re-balancing their savings allocations.
- I definitely think there were silos of people / teams who gave the impression they were just there to earn a paycheck and do their exact job responsibility without much curiosity. Not much focus on the greater goals. That was based on some relatively more limited interactions so quite possibly a misread, but I don't think so. I think just more general curiosity would be great.
  - All of the above is really QAMC-related, given it's tens of thousands of customers there versus fewer than 10 on the QASL side. However, still makes eminent sense for me to consider the relevant aspects of this in my approach on this end.
12. • Improvement in products and processes
- Following new ideas
13. • Evolving Client Expectations: While we are extremely connected and agile in our strategies when it comes to our institutional client base. But in our domestic MF business I think we really do not know our customers all that well in fact client expectation has changed a lot. Apart from a tiny % of people most do not really care about value / growth/ momentum strategies. What they look is returns and since AMFI has convinced them long term returns are good more of them are focused on it. Thus while institutional client base is extremely patient

“

***Evolving Client Expectations***

”



## 02 Key factors Quantum could focus on for successful organizational development?

for a value strategy to play out, retail is not and rightly so because of limited capital. Thus we need to have multiple strategies across market cap and even international strategies (global Tech / pharma / staples fund whose growth are secular in nature). And, I strongly believe Quantum fund of funds is not the solution because we will never have the same conviction as we have in QLTEVF simply because we do not manage the money directly.

- Embracing Technology: A key determinant of the success for any company in the future will be how readily its has embraced the technological disruption in its industry be it in research (anything that improves decision making or helps process information better) or reaching out to clients; and we need to excel on that front. In fact we should work on making our adoption of technology a competitive edge
  - Differentiating Factor: From a research point of view what is that which truly differentiates us from industry; all analysts and PM go to the same meetings, process the same information as any other industry participant. What truly differentiates us is our value bent and team decision making. We should focus on improving / strengthening these advantages.
- 14.**
- More interaction with customers to provide high quality service as per their expectations.
  - To follow commitments rigorously in the given time-frame.
  - To arrange more webinars / PTP / educational seminars to know better reality about the customer expectations.
- 15.**
- Quantum has simple product that is easy to understand but we should increase our scheme category like mid cap or mid & small cap in interest of investor.
  - To arrange more webinars / PTP / educational seminars to understand better
- about the customer expectations.
- 16.**
- We have to review the feedback or the suggestions given by our investors and improve the process accordingly.
  - Follow our commitments more rigorously in the given time-frame.
  - We have to do more and more webinars or PTP so that the higher leadership will get to know better about the ground reality of customer expectations.
- 17.**
- Quantum should do more programs / webinar / Call to reach / engage with more distributors / distribution channel to promote our products and also help them understand our Quantum ethics, values and culture.
  - We can increase our customer base and more partner can be associated with us, if we deliver funds' performance as per the our style of Investing
  - We should keep on developing new features on online to provide convenience and strengthen the Investor base.
- 18.**
- Quality Improvement in products
  - Meet and attract new customers for existing products
  - Taking care of environment
- 19.**
- Launch new value products
  - Do marketing in different ways
  - Leadership should be in good hands

“

***Embracing Technology  
- A key determinant  
of the success for  
any company in  
the future.....***

”



## 02 Key factors Quantum could focus on for successful organizational development?

20. • We should focus more on customer behavior, which will help us to place our product in better way by effective marketing
- We have to follow our commitments more rigorously and in given time-frame.
21. • Understanding Customer - I think we need to do more in understanding our customers. We have small number of products which 'we believe' is sufficient to meet all the customer's needs. I feel every customer is different from other and their needs vary based on various factors. Just for example - Investment need of a 35 year old self employed could be very different from a salaried IT guy. The self-employed person might need more debt exposure than equities (as their income is directly linked to performance of the economy; debt will provide diversification from economic and business cycles) linked when compared to similar age salaried IT professional.
- In my opinion we need to do more on customer profiling / segmentation, enhance our feedback mechanism, may be also need to add few more funds or different mix of existing funds ( like mix of equity and debt fund as aggressive dynamic fund).
- In the example the Chairman walks on street - review their learning and acted on new designs and improvements in the product and processes - I believe we can also make our communication with our investors more interactive. Have discussion about our existing products and processes and also about their needs. May be we can use that learning to enhance our processes and even fulfilling their needs in a better way.
22. • Customer Focus - since inception quantum is more focused on customers, we are always keeping our customer first and always delivering delights to our customers by keeping it simple with transparency and with integrity.
23. • "Walk your Talk" - This leadership quality of Walk your talk is the unique quality which is followed at Quantum which also sets a culture.
- "Hearing the Voice of Final Customer is the best education for all levels of Management" - At Quantum we have the best Investment Solutions which we provide to our customers and also meeting them personally on ground level and understanding their financial needs which help us to know the customer and build a good relationship with the customer.
- Customer Driven Process
- ◆ It is good that we have customer driven process, but we only follow it to blame and / or investigate the wrongdoer when customer faces any issue or any negative feedback is given. Rather than focusing on getting the solution or work around considering priorities.
  - ◆ Looping so many peoples for single e-mail & following up the same thing by multiple people delays the process. The solution is
  - ◆ Point of contact : one person to follow up unique issues or issues related to one customer
  - ◆ Categorization of e-mail groups: higher ups should be given summary of the daily activities rather than giving update for each & every update.
  - ◆ Knowledge Transfer: Customer relation

“

***Walk your Talk***

”



## 02 Key factors Quantum could focus on for successful organizational development?

and customer communication teams must be updated with updates and or changes in existing systems. This will reduce e-mail cycles and will provide efficiency with respect to time.

- Respect and Trust within the organization amongst employees
  - ◆ Hierarchy should be followed amongst employees regarding work, discussions, follow ups & responsibilities.
  - ◆ In every department there are at least 2-3 people who are burdened with theirs as well as peers jobs. This can be avoided.
  - ◆ Employees reviews need to be done
- Within the department
  - ◆ From seniors
  - ◆ From peers from Other departments

As it helps to understand the employee's overall responsibility and ability to work with other employees.

24. ● Meeting the Real consumer : As it shown in video that the leader itself visiting to the retailer and actual consumer likewise we conduct various Session to interact with investor and partners through webinar our having session in investor's city. This helps in understanding the real need to consumer and also making them understand how we handling their hard earned money. Quantum does have this but I believe we should have it more to meet our real investor.
- Hearing the voice of final consumer and bringing the changes in technology and process to meet their demands. Technology wise we still too far from other competitors in the market. So I believe Quantum must take step in improving technology and services which competitors provide, which helps investors in making hazel free investment.
  - Quality improvement training

25. ● As quantum what we have is our customer focus starts from top management but the

same perspective should also be follow till the bottom of the organization.

- We have customer segmentation created on the website, in which he can invest for future goals but should also know what customer really want and what they look into other MF.
  - We have simple product for customer.
  - We have vision to support the environment by introducing ESG fund.
  - We need to educate the customer to invest.
  - Also what we should have is understanding the customer by their action and create visibility.
26. ● Walk the talk: Leaders / reporting managers should be trained regularly as per what the industry demands
- Quarterly feedback should be given to the employees for better productivity
  - Employee engagement should be done more frequently by the HR and feedback Should be taken and worked upon
27. ● I liked the example where the chairman would give the tasks and teams were given adequate time to prepare and finish the task instead of playing fastest finger first.
- Values: we regard transparency as one of our most important value but yet studio room which has no CCTV cameras is used to conduct meetings.
  - The leaders must walk the talk, reporting managers with grater vintage with the company must be trained regularly and

“

***Respect and Trust  
within the organization***

”



## 02 Key factors Quantum could focus on for successful organizational development?

made little more sensitive towards their subordinates.

28. ● As a mutual fund company, you are judged not just by your website but also by your social media sites. We have to do more work on social media.
29. ● Market segmentation (MF schemes) based on customer behaviour as the needs of the investors are changing with time
  - A little more aggressive in managing the portfolio by way of early exits in case the study doesn't go our way so that it doesn't hurt overall scheme performance for a long time
  - Need to redefine the quantum leadership by way of cheapest, simple, safe and with sensible returns to park investors savings
30. ● Design and implement a customer-centric process that makes investing in the market easy for the customer.
  - Engage social media with a genuine voice.
  - Create initiative product and service with the support of all your people.
31. ● Customer focus
  - Vision
32. ● Should have more of pro-activeness in work.
  - Should have concentrated something on training and development programs.
  - Should have better understanding on each employee's commitment and responsibility.
33. ● Professionalism which starts with respecting one another's time ie many times, some

emails are not attended by co-workers in a timely manner or there is a last minute rush to complete assignment or have it reviewed when it was sent long back to supervisors (followed by several reminders)

- Commitment : There is a need to obtain commitment from all staff at Quantum. Then there will be a change in behavior. Staff need to go out of their way if they want to contribute to the vision of the organization.
  - Education / Training: This is one aspect that is missing at the level of Quantum. We do have in-house training but we feel that in order to deliver our responsibilities, we need some external exposure especially when Quantum is launching new products. This is how / why people appreciate in value. The reason people stay in an organization.
34. ● We can do more PTP to meet more Investors and inform them about Quantum and also understand their requirements.
    - We should try to reach more distributors who in turn can help us to reach investors and also convey our standards, philosophy, ethics followed by us to investors and educate them.
    - We should start advertising more on Online Platform in simple way where investors understand that we stand for their needs and goals to achieve.
  35. ● Focus on product return
    - Should do lot of marketing

“

***Do more  
PTPs to meet  
more Investors***

”





## 02 Key factors Quantum could focus on for successful organizational development?

- Should do more customer awareness programme
- 36.**
- Need to launch more equity oriented scheme & appoint a sales person who can able to operate from remote area.
  - Required improvement in technologies like inter chat system within employees.
  - Arrange more training programme to get product & process knowledge to Internal and External Customers.
- 37.**
- Should do more advertisement so that People Know about Quantum, Our Products and Philosophy
  - We should do benchmarking on regular basis with other Mutual Funds to improve our processes and Turnaround time
  - More Partners / Investors would Joins if the performance of our products meets their expectations
- 38.**
- Should be more focused in the fund / scheme performance to strengthen the customer base, as Customer is the King of the market.
  - Need to capture / target market in rural and semi-urban areas, wherein we can educate our investors for investing in mutual fund to achieve their financial goal by suggesting suitable products.
  - Lead conversion time to be reduced to achieve the target mission.
- 39.**
- Need to be more customer friendly.
  - More concentration on customers through advertisements about our schemes.
  - Need to automate the process which will help in minimizing human errors thus resulting in high productivity.
- 40.**
- We should focus more on the customer's feedback regarding improvement of services.
  - We should take the customer's feedback and launch the products according to their needs.
- 41.**
- We should create brand awareness so that we can bring more investors.
  - Better Marketing Strategies -
  - Quantum is not much visible in market. We need to be more visible through online mode. For e.g making 30 secs / 1 minute powerful short video on every occasion / festival / situation that can be easily circulated through WhatsApp.
  - Marketing of our online services should be done through mailers or website cover page so as to attract investors so as to give a good customer experience and many such creative ways which will not have more cost in terms of marketing.
  - Our website should be updated with all our processes so that the employees are updated with the same and they are able to handle all investor queries. Also investor does not have to write to us for any query incase he gets the information on website.
  - Strategies to increase Investor Base / Partner Base -
  - We need to have more strategies to increase investor base / partner base by educating and marketing about Quantum. We can target to have a PTP in society of each employee which itself is a big untapped source of investors.
  - We need to regularly meet more investors / partners to understand their needs / concerns and educate them properly. Take feedback from them and work towards it basis feasibility.

“

***Focus more on the customer's feedback regarding improvement of services.***

”





## 02 Key factors Quantum could focus on for successful organizational development?

- Referral is another strong source to get leads which we need to explore more.
- 42.**
- Developing own products to meet retail customer needs (Quantum should manage funds, not a manage other managers - the strategy offered through equity FOF can be broadly offered in-house through an all season multi-cap growth fund)
  - Automation -
  - ◆ Automation is the key to make activities simpler, time saving and accurate. We need to focus more on automation so as to decrease manual work.
  - More focus on employee's growth -
  - ◆ Going with the proverb - As you so, so you reap, I feel only if we have a good employee base, will that employee be able to take ahead the organization to achieve the mission in a better way. So if we train and build the employee, he will be able to develop the skills required to meet the mission by having a clear vision.
- 43.**
- We need to bring about quality in processes across functions through more resources deployment for faster Automation of processes, continuous improvements in line with Investor expectations which will provide best in the Industry tat in processing and achieving our mission of Investor delight by bringing quality in ur investor interactions / responses to Investor queries and complaints without being effected by volumes.
  - Customer segmentation based on various segmentation parameters to be robust basis reliable market analytics tools to improve reach to the target investors.
  - Effective and continuous marketing of all our products and more importantly our best of the industry servicing features which will attract our Investors and and other stake holder in attracting investors to our portal for a complete paperless experience which is designed to be simpler, convenient and
- quick basis digitalization concepts
- Leader ship needs to be a collective responsibility not only at top management but also at Middle level Management and follow the ARO culture extending to each team member at large.
- 44.**
- We can focus on customer like Vendors and shopkeepers, make them aware about the financial planning so that they can fulfill their financial goals in future. Also they can give good references to us basis their relationship.
  - Quantum should focus on product performance.
  - We can go for advertisement in Mumbai local trains specially in first class compartment. we can also advertise on Instagram, twitter etc as more an more young crowds available on social media.
- 45.**
- Quantum has its own culture and it should be passed on to new employees from time to time.
  - Quantum needs to do aggressive Marketing on our product's.
  - Needs to launch new products as per customer requirement from time to time.
- 46.**
- Identify various needs to reach investors in remote areas.
  - We should launch more schemes.
- 47.**
- Required quick automation of manual processes to improve processing times and

“

***Automation is the key to make activities simpler***

”



## 02 Key factors Quantum could focus on for successful organizational development?

reducing manual activities which may result in human errors

- We should do marketing to create brand awareness and Visibility
- We should do benchmarking regularly with other players in the industry to provide the best facilities to our customers / partners

48. • Identify customer needs and implement if feasible
- Need to focus on marketing
  - Improvement in investor communication

49. • Customer must be given more information on our products.
- We should try and meet more customers and inform them about quantum and take their feedback.

50. • We should launch new products as we are getting request from investors in different categories
- We should do marketing in different ways to increase customer base

51. • We need to increase investor and partner engagement programmes in B30 and T30 cities. Further we can explore in conducting these programmes in regional language in B30 cities.
- Quantum listens to the voice of the investor and tries to implement whatever changes it can, basis feasibility and should keep doing it more.
  - Quantum follows a value driven ideology and the employees should always follow the same in dealing with internal and external sources
  - Automation is a necessity for every organization and Quantum is automating and the focus should be to do it at a faster pace

52. • Quantum aims to follow an investment philosophy and thus manages funds with honesty and transparency

- Quantum Mutual Fund is built by practicing ethical values
- Quantum simple products that are easy to understand - It will attract the customers with no confusion with investment allocation.

53. • PDCA (Plan, do, check, Act)
- Knowledge sharing with team member
  - Respecting each other and keep promises to be trusted by colleagues.

54. • Vision and employee's goal should be inline and review the same periodically.
- We should meet customer and understand what they really wants.
  - Categorizing customer and offer product on the base of their need.

55. • We can do more PTP so that we can meet more customers and partners, understands their requirement and act accordingly
- We have to take steps to reduce the Lead Conversion Time.

56. • Quantum does have leadership qualities.
- Setting a vision for the organization, values
  - Environment recent addition in our organization.

57. • Other than that I think Quantum already, has adopted all the policies.
- Understand customer needs and focus on their needs.

“

**PDCA (Plan, do, check, Act)**

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## 02 Key factors Quantum could focus on for successful organizational development?

58. ● Adherence to timelines / accountability
- Measuring Quality and Service Excellence: It is not clear to me on how we measure quality and service excellence at Quantum? As Mr. Lulla mentions, "Quality is defined as customer perception (which is relatively stable) divided by customer expectation (which varies)". Is there a regular way of measuring whether customer expectations are being met by Quantum? These expectations may not only pertain to the delivery of service but also whether the customer perceives whether we are maintaining our organizational values as stated in the Charter of Principles.
- Identifying customers latent needs: Are we proactive in reaching out to our customers, asking them what do they require, what else can Quantum do for them rather than presenting them with a bouquet of our products and positioning ourselves as predominantly a value manager? A customer may be able to express his or her problem but may not necessary be able to convey it in the form of a product or service requirement. It is only through regular feedback that we will be able to identify the "latent" needs of our customers and be a truly customer centric organization.
- Internal communication of long-term targets and higher employee engagement: There needs to be more work done on internal communication, implementation and execution of our long-term plans and targets. While these targets may be decided at the Boardroom / annual offsite, there needs to be clear communication of the same to the rest of the organization on how these were decided, what long-term underlying assumptions are being made, what resources are required to achieve them and what are the likely challenges that can be encountered. Employees at the lower levels of hierarchy need to understand the thought process of the organization's leadership in setting these targets. As a recent example, we had these "Udaan 72k" banners floating above our heads in office, but had very little inputs on how this has been arrived at. As Mr. Lulla mentions in the video, "A good vision should be customer focused, doable in finite timeframe and compelling (bringing passion to every employee)". I'm not sure whether all employees developed a passion on simply having this target displayed above their heads. To instill the right level of motivation amongst employees, they need to be more involved in the target setting process.
59. ● We should launch new products basis customer request if feasible.
- We should have more personal interactions with Customer to understand their view about our products and understand their requirements.
- We should improve our marketing strategy, to be more visible to Customers and Partners
60. ● Path to profit should be organized in large numbers
- We should continue our Focus on innovative ideas in processes
- Distributors / RIA are also customers for us so we should also focus on their needs to reached the Investors from different locations
61. ● We need more visibility as the competition is fierce

“

**More visibility**

”



## 02 Key factors Quantum could focus on for successful organizational development?

- All the good work we are doing should reach out to maximum no of investors as size of the industry is big and growing.
  - We may have more products in the dynamic and volatile market conditions to meet the customer expectations. As mentioned by Mr. Lulla that customer expectations get influenced by competition.
- 62.**
- Continuity in customer-focused culture is vital for survival and success in a competitive market
  - We need more online webinar where we can interact investor frequently to understand them in best manner.
- 63.**
- Point 1 - customer first - customer first - customer first (understand customers)
  - Point 2 - values on principles (leadership values set the culture of an organization)
  - Point 3 - walk the talk (walk to the customers, meet the customers to know what the customer really wants and talk to the customers)
- 64.**
- Digitally improvement we understand our customer requirement. However we need to improve in the part of digital which will enable us to increase the number of customer. Suggestion - We should come up with online KYC again which will really increase our investor. Like currently investor who is not KYC verified cannot invest but if we would have online KYC option he could have complete the KYC and invest with us
  - Quality - We are really very excellent in our values, quality and due to which at such down time still we are connected with our investor. However our investors were expecting more from our in the way of returns. We our dedicatedly working for the same but need to do more
  - 'People listen to what you say but they believe what you do' this sentence was mentioned in the video this is really very important thoughts and I think we are already working on it but we need to improve on that
- 65.**
- I saw our company is Customer focused, Employee focused and Values with mission and vision with long term plan
  - I hope we will grow more and more and expand our company with same values and ethics with long term vision and mission. I wish to work with commitment and quality improvement assignment for organisation growth.
- 66.**
- We hear the voice of the final consumer which is the best education for all levels of management.
  - Top management action defines an organization culture through their Vision, Values, Norms, System and Beliefs which helps the employee or group of people to interact with each other and with clients in a very efficient manner.
  - Quantum also did customer segmentation which helps a company to create & communicate the targeted marketing message which is in the benefits of customers.
- 67.**
- How an employee can contribute to the companies vision.
  - Understanding a customer needs and wants proactively

“

***Customer-focused culture is vital***

”



## 02 Key factors Quantum could focus on for successful organizational development?

- Discussing the process with your colleagues and acting on the differences for better productivity
  - Acting and reviewing new designs and improving on the products and processes.
- 68.**
- We can increase PTP in small companies. We can also increase frequency of PTP conducted through different modes like WebEx / any other electronic mode.
  - Return of investment / Improvement on fund performance depending upon scheme category and investment horizon will help to grow customer base.
  - We need to Focus more on Advertisement of our funds in both ways (online / traditional ways)
- 69.**
- Emphasize more on delivering quality performance in all aspects of business (e.g. Fund performance, adhering Customer feedback and Customer service)
  - As we have been recognized as an organization to introduce new facilities / features in creating better experience for our investors / customers, we need more to try and test in better way before making it available. Thus, minimizing the chance of failure rather than creating hassle for investors which may deplete the trust and reputation
  - Adapt / Usage of new software / technology / methodology available in markets for better performance in satisfying investor needs and to serve them well
- 70.**
- We should improve our Visibility so that Investors and Partners know about Quantum
  - We should launch new products with more diversified portfolio.
  - We should seek the feedback from Customers more often and implement whatever feasible.
- 71.**
- We have the desire to take care of customers.
- Understanding the reason / essence behind a relentless effort to deliver an amazing customer experience would help our customers aligning with our philosophy.
- We are conscious of what we are doing and should continue doing it. Should always look to make things better in terms of customer experience / making things simple for customers / etc.
  - We should increase story telling / examples to better serve external and internal customers.
- 72.**
- We all believe after sales Service is really important, it will lead to customer satisfaction which is the most important as it sets image for customer. about a particular company.
  - As Quantum we get chance to meet people through PTP but sometimes repetition of agenda prevents customer to attend session every time, if there can be different slides it will give us opportunity to share our views to more and more people. I believe if we can be more creative it will enhance customer's interest.
  - We should have more webinars, offline and online opportunities to promote Quantum to reach out new customers and introduce Quantum to them.
- 73.**
- As the customer is next to God, so variation in product range as per the client requirement (mid-cap fund, small cap fund, balanced fund)

“

***Adapt / Usage of  
new software***

”



## 02 Key factors Quantum could focus on for successful organizational development?

- More focus on marketing style. Path to profit session should be arranged at district or village level.
  - Review the opinion of client on time to time basis.
- 74.**
- Need to identify customer needs and review periodically. Introduce new product as per customer's requirement
  - Should try to connect maximum investor by increasing Advertisements
  - Identify various means to reach out to investors
- 75.**
- We should gather more data about customers' expectation and brain storm internally to find the best and effective way to serve customers by bringing new solutions. In such brainstorming session along-with Business team, people from technology and security should also participate at the designing phase of the solution.
  - We already have good processes defined and followed in the organisation. We can bring more of quality improvement and excellence in these processes.
- 76.**
- Simple Products : Our simple products makes investors to understand easier about even the market and investments. the products are designed with investor's interest first.
  - Quantum always walk the talk : We always do what we preach irrespective of the industry or others shout on us as we are clear on our path. That made us a front-runner in the industry on many things. Many of our practices are now made as new regulations in the industry by the apex body.
  - Customer satisfaction : Delivering delight to customer over a long term. We are hand-holding the investor to reach his financial goals in a more possible realistic way. Need to explore continuously more in this as and when the need arises. Path to
- Profit is a better medium to connect with all levels of investors directly to address their queries and which helps us to know the ground reality.
- 77.**
- Market segmentation
  - Meeting competitors customers (walk the street example)
  - Working more on new design and processes.
- 78.**
- Should be more Disciplined
  - To hear voice of the final customer
  - Competitors / know their requirement
  - Market segmentation
- 79.**
- Quantum has built a good image in market so far but Quantum should more focus of doing marketing part and advertisement of our product very strongly.
  - Quantum should be more Eco friendly to the customer by grooming to their staff, mainly who is customer facing team to build a quality.
  - Quantum should look into their competitors by helping to our customers, for way convenience of investing.
- 80.**
- Customer segment based on customer behavior.
  - Professionalism start with respecting one another time.
  - Change of behavior based on the commitment of the organization.

“

**Market  
segmentation**

”





## 02 Key factors Quantum could focus on for successful organizational development?

81. ● We should have a Fund in Midcap category.  
● We should develop effective network to reach to the people, it could be branch network or using advanced technology for it.
82. ● Most of the things that I have seen in the video are already there in the quantum
83. ● Customer satisfaction : understanding the customers at the ground level and based on their profile helping them with solutions which can help the investors to achieve their long term financial goal. Quantum also uses technology at its best to cater the needs in changing times.  
● Vision, Mission and values : Our Vision and Mission statements are the strongest one I believe and directing all stakeholders towards achieving the same. Protecting nature the need of the hour is very much taken up by Quantum and working towards it and like a magnet it attracts others to follow the same.  
● Planning and execution : Planning is essential to the success. We plan everything in advance to achieve our goals. Quantum has a habit that it has a plan for everything.
84. ● As per video one should give more focus to the customer also needs to know the pulse of customer which Quantum is already doing we are doing P2P's for the customers. We can look into creating more awareness via branding or more engagement activities for the customers.  
● Video talked about the deployment of vision happen in the organization's long term plans Quantum's vision deploys into Sensible, risk-adjusted, steady returns over the long term through a disciplined research and investment process. We at Quantum always believe that investment is for long term and Quantum always focus on risk adjusted return over longer tenure. Somehow we also show little flexibility to adjust our style of investment as per the current market
- situation and without compromising our core investment values.
85. ● Video says vision has to be doable, give importance to customers also it should create fire in the belly of internal customers (Employees) to achieve it - Quantum's vision is in line with the video no doubt but we can relook into setting SMART goals.
86. ● Respect one another's time - There is a scope of improvement wherein colleagues can demonstrate respect for each other's time in a better way.
87. ● Voice of customer - Understanding customer reviews and focusing on their expectations.  
● Market segmentation - Grouping the customers as per different parameters and framing the market strategy accordingly.  
● Company objectives should be more aligned with employee goals.
88. ● Encouraging local meet-ups with the investor by the senior management to have a better understanding on what customer wants.  
● To have more engagement with partners which will increase investor database.
88. ● We need to do more marketing of our products to ensure investors are aware of quantum and its product

“

***Encouraging local meet-ups***

”



## 02 Key factors Quantum could focus on for successful organizational development?

- 89.
- Quantum have very strong vision.
  - Quantum treat their investors in same manner whether they are HNI or Small investors.
  - Quantum treat their employees like family and appreciate their work.
- 90.
- To meet the customer more often as said by Mr. Lulla - I feel its better to meet or get in touch with the customer to get their feedback to know their expectations and provide the services and it is very important to pass on this feedback to other team members as the success cannot be achieved by one person but by all employees working together in same direction.
  - Grooming of employees to be done at all levels so that they can perform their tasks in a better way and provide the expected results - Quantum has this but should have more
  - Quantum had set goals, however, as said by Mr. Lulla, the goals must be doable in a particular number of years and there should be compassion in each and every employee to achieve the goal and for this it should be made clear for all the employees that how his / her work will help an organization to achieve that goal.
- 91.
- We hear the voice of the final consumer which is the best education for all levels of management.
  - Top management action defines an organization culture through their Vision, Values, Norms, System and Beliefs which helps the employee or group of people to interact with each other and with clients in a very efficient manner.
  - Quantum also did customer segmentation which helps a company to create and communicate the targeted marketing message which is in the benefits of customers.
- 92.
- Need to marketing aggressively on our product.
  - Plan to launch new product as per investors requirement.
  - Sales people need to reach ground level persons like Kirana walas / Pan walas & insisting them to invest in our products.
- 93.
- Customer's Expectations : We should always consider customer expectations in terms of the services and product we offer, it should also consider what competitors providing or offering to them and try to achieve same or beyond that but without compromising our ethics and culture.
  - Quality Services: We have been continuously providing Quality services to our customer, we always benchmark our services with Industry, Now it is time to think beyond this and start working on innovative services to customer and emerge as a Benchmark to Industry.
  - Customer's behaviour: We should start proactively working on change in customer behaviour in this modern world, should understand the their needs, goal and accordingly offer them services and product.
- 94.
- We should advertise more which will help people to know more about Quantum.
  - We need to do more Path to Profit to reach more investors and partners so that we can retain existing investors and add new investors
  - Should have improvement in fund

“

**Targeted marketing message**

”



## 02 Key factors Quantum could focus on for successful organizational development?

performances basis scheme category and investment horizon.

95. ● Introducing more facilities for investors to have a competitive edge in the market.
- We can have a SWOT Analysis on regular basis to understand where we stand and what improvements are needed to be made in our activities.
- We should market our product in the market to increase customer knowledge.
96. ● The work culture in Quantum Mutual Fund is good and is built by practicing ethical values.
- Quantum Mutual Fund aims to achieve long-term wealth for investors by wisely investing money, at low costs and add value to investor portfolio.
- Quantum Mutual Fund aims to follow a consistent investment philosophy and thus manages money in the right way with utmost honesty and transparency.
97. ● Quantum had already understood and followed Customer first approach since beginning. Quantum always interact with customer via path to profit and via other way to understands customer's needs, Also Quantum has set the long term vision. Quantum is also creating the leader for tomorrow.
98. ● Mission: Every department should have mission and should be quantifiable & monitored
- Understanding customer a little more proactively any suggestion or feedback should be pondered & replied on
- Quality of work: Quality Analyst team can be establish to monitored quality if not on micro, can be done on macro level for every department
99. ● We should continue to focus on Developing new features to make Investment Process
- Simple and convenient to the Investor
- We should look into our Marketing Strategy to improve our Visibility
- We should do more number of Path to Profit. We can plan for arranging such program in B30 Cities and also in regional language
100. ● Make Quantum available to more customers.
101. ● Marketing strategy and brand Visibility
- Market Segmentation
- Increase in number of path to profits
102. ● We can do more PTP or IAP's so that we can meet more customers at ground level, understand their requirements and act accordingly.
- As per the Investor's request, we should launch new products with more diversified portfolio such as Multi-cap Fund.
- Focusing on Institutional Investors, we should develop an online platform for non-individuals enable them to transact / invest easily with us.
103. ● Talk to customer and act on the difference- We should try and meet more investor and inform them about Quantum and take their feedback and implement the one feasible.
- Agile methodology to be used to please customer- Similar to IT projects, Agile methodology must be used even in overall working of the company so that we can include new features which can please the customer with their new needs.



***Continue to focus on developing new features to make Investment Process simple***





## 02 Key factors Quantum could focus on for successful organizational development?

- Not all customer needs can be delivered. It needs to be in line with business needs- Customer always has more expectation when it comes to their needs, we need to identify and include / implement only those needs which are in line with our business needs. Example Mid Cap Fund

- 104.
- We should meet customer and understand what they really wants.
  - Categorizing customer and offer product on the base of their need.
  - Vision and employees goal should be inline and review the same periodically.

- 105.
- Have always given the best services to its investors. We should keep introducing more facilities for investors for better customer experience and retention.
  - Should have more personal interaction with customers to understand their needs

- 106.
- Quantum has always been pioneer in invest online process. We are doing very well in this particular segment. We should continue to focus more on offering our solutions to the investors in easy accessible manner.
  - Quantum has always been very vocal about the interest of the customers. We should continue to focus on customer focused approach which will helps us to be competitive in the market.

- 107.
- Fund Performance
  - Emphasis more on customer feedback
  - Industry knows Quantum for introduction of new features / facilities. We should try to be always first in introducing the new features for better customer experience

- 108.
- Advertisements should be increased so that people will come to know more about Quantum
  - We can launch Midcap fund as per the investor's choice.
  - Online platform should be launched for

non-individuals to transact with us easily.

- 109.
- Product: According to video A company should have sufficient product which meet the customer requirement similarly Quantum Should have more product scheme to satisfy customer requirement i.e. All caps of funds like small call, mid cap and Large cap including overseas fund etc.
  - Presentation Style : Presentation Style should be improved i.e. one presentation style does not help to meet audience expectations for example : Path to Profit presentation.
  - Digital Platform: Digital Platform to be improved to increase the quality and quantity leads base.

- 110.
- Putting customer first, understanding him proactively are the few things which Quantum follows since inception but we can add more for customer by digital platform and marketing effectiveness, bringing customer oriented facilities first than other AMC's.
  - Emphasizing more on quality improvement at regular intervals in all aspects of business.
  - Hearing the voice of the final consumer and bringing the changes in technology and process to meet their demands. We have to work on technology aspects to compete in the market, so I believe we must take necessary steps in improving technology and services which will helps investors in making hazel free investments.

“

***Emphasis more on customer feedback***

”



## 02 Key factors Quantum could focus on for successful organizational development?

- 111.**
- We should have more interactive online sessions to understand the Customer behaviour and expectations
  - Investors feedback should be reviewed more frequently, which will help us to develop our process.

- 112.**
- Getting customer feedback from other colleagues (apart from oneself)
  - Meeting customers more (even though it is done quite frequently, I must admit)

- 113.**
- Being a service industry we have to be more prompt to give service to our investor as compare to our competitors, which will help us to stand out in the market in service aspects too.
  - We should review and bring necessary changes in process and technology as per customer demand and need.

- 114.**
- We should focus more on Customer Behavior Segmentation which will help us to place our product in much effective manner with strong marketing skills and will also get a better idea for new product development
  - Emphasizing more on Quality improvement in all aspects of business at regular intervals
  - People do like our philosophy, our way of approaching to an investor, hence we should be more visible on media platform where they can listen to us on regular basis. Along with investor education seminar we should have more interactive sessions like webinars and concalls, which will help us to understand the customer expectations.

- 115.**
- Accountable leadership
  - Proper practical vision
  - Passion in Employees

- 116.**
- Quantum Mutual Fund has a very good work culture and this help to have better work life balance.
  - Quantum Mutual Fund offers simple and easy-to-understand products and thus it

helps them to have products which they understand well to achieve their financial goals over a longer term.

- Quantum Mutual Fund is India's first dedicated, direct-to-investor mutual fund to save cost for the investor as it is the Mutual Fund which places investors first.

- 117.**
- Meeting the Real consumer : As it shown in video that the leader itself visiting to the retailer and actual consumer likewise we conduct various Session to interact with investor and partners through webinar our having session in investor's city. This helps in understanding the real need to consumer and also making them understand how we handling their hard earned money. Quantum does have this but I believe we should have it more to meet our real investor
  - Hearing the voice of final consumer and bringing the changes in technology and process to meet their demands. Technology wise we still too far from other competitors in the market. So I believe Quantum must take step in improving technology and services which competitors provide, which helps investors in making hustle free investment
  - Quality improvement training

- 118.**
- Best Practice Sharing
  - Knowledge Sharing
  - Adoption to new market strategies

“

**Knowledge Sharing**

”





## 02 Key factors Quantum could focus on for successful organizational development?

- 119.**
- Ethics and values are transparent in every level of employees.
  - Always vocal about transparency in the industry and practicing the same at all levels of organization.
  - More focused on customer value by providing good service in the market.

- 120.**
- Customers: We more need to understand the customers proactively, should increase branches to reach out customers, should have awareness about the products to larger audience.
  - Vision: Every employee / department / HOD should give more time beyond his daily work routine to think on vision and make it happen.
  - Performance: Quality of work should be maintained and monitored.

- 121.**
- Quantum should have more categories schemes.

- 122.**
- Understanding the customers from the ground level, talking to each customer segment and yet treating them with no difference in terms of service or priority.
  - Setting high standards of ethics and value which inspire customers, employees and all other stakeholders.
  - Excelling the competition by creating schemes that cater investor needs.

- 123.**
- As per video one should give more focus to the customer also needs to know the pulse of customer which Quantum is already doing we are doing P2P's for the customers. We can look into creating more awareness via branding or more engagement activities for the customers.
  - Video talked about the deployment of vision happen in the organization's long term plans - Quantum's vision deploys into Sensible, risk-adjusted, steady returns over the long term through a disciplined research and investment process. We at Quantum always believe that investment is for long term and

Quantum always focus on risk adjusted return over longer tenure. Somehow we also show little flexibility to adjust our style of investment as per the current market situation and without compromising our core investment values.

- Video says vision has to be doable, give importance to customers also it should create fire in the belly of internal customers (Employees) to achieve it - Quantum's vision is in line with the video no doubt but we can relook into setting SMART goals.

- 124.**
- A lot of focus on one style of investing for a customer which can difficult as he has very few option to deal with.

- We can still make use of technology in a better way to enhance the customer experience.
- We can aim at increasing our presence in other parts of the country which will help us to serve the customer in a better way.

- 125.**
- Lack of knowledge share - departments work independently of each other without much communication. It is important to encourage more inter-departmental communication and knowledge share to make all teams more equipped to have a holistic view of funds, projects, updates and outcomes.

- Lack of consensus while setting an organizational goal - It's not doable, more theoretical than practical, ownership of the goal falls on 1-2 departments and there is no

“

***Understand the customers proactively***

”





## 02 Key factors Quantum could focus on for successful organizational development?

collective responsibility from all depts. Towards achieving that.

- 126.**
- Customer Reach (Online / Offline) - We are with limited options
  - Hear from the final consumers - PTP is the best exercise we are doing which helps us to understand our customers queries / needs
  - Our solution based approach help us to win space in our customers heart

- 127.**
- Understand customer by action = should physically reach customers more frequently to understand customer needs.
  - To check whether our vision is matching with mission = is our vision is appropriate for the purpose of the organization.
  - Higher authority should personally interact with customers.

- 128.**
- Consider Customer on top as No. 1.
  - Customer Segmentation according to their behavior.
  - Face to Face communication with Customer regarding his needs, wants, expectations, difficulties, improvement in products etc.

- 129.**
- Improving Sales Process by meeting investor personally and understanding there problems.
  - We should add more Equity Scheme in our list.
  - We should increase our offices presence in cities like Chandigarh, Aurangabad, Nagpur, Kolhapur etc. so that we can acquire many customer.

- 130.**
- Manufacture and supply high quality product 'X' for consumer - Customers will only grow once the product carries the best quality. In Mutual funds, performance and return of fund would be the best quality.
  - Strategies to be re-defined and continuous efforts to be taken for the 'products'
  - One single / strong / focused / clear and visible - goal / inspiration for the whole organization.

- 131.**
- Being simple is difficult but we as Quantum are doing it very strongly and getting results done and will continue.
  - Customer focused culture we have at top and working to improve on it as team with changing trends.
  - Quantum management is doing very fine to update process and achieve results.

- 132.**
- We should have more customer satisfaction surveys which will help us in understanding our customers better and to serve them better.
  - A regular follow up with the existing clients, so we can implement their feedback to serve them better and get additional business.
  - A satisfied customer is the key to success. Word of mouth plays a very important role in any business.

- 133.**
- We have values
  - Vision
  - Mission for our organization, however these should be more clearer in terms of employee understanding

- 134.**
- Customer segmentation based on behaviour - Understanding customer expectations proactively, correlating marketing investment with these expectations, Identifying & quantifying under-performing segments.
  - Whilst internal statistics play an important role, On-the-Ground reality check with customers, partners, industry, will provide

“

**Identifying & quantifying under-performing segments**

”



## 02 Key factors Quantum could focus on for successful organizational development?

with more learnings and insights which may be reviewed and discussed frequently and actions taken based upon the need of the hour.

- Continuous Quality improvement in our products, processes based upon the principle of Plan-Do-Check-Act leading to continuous customer satisfaction and customer delight.

135. • Understanding the customers, Something better to offer customers which is different than what our competitors can provide customers. These points I think Quantum does have, but should have more of.

136. • Customer Identification : We are doing a lot to get the valuable and long term trusted customers and succeeds in many ways, with this modern tools could be used to find the efficiency of various ways and relevant leads which could more prone to be customer.
- Environment: Tree plantation and marathon like activities could be hanced.

137. • While we do customer segmentation we need to do it based on customer behavior.
- Every person should understand how his work will take the organization towards the vision.
  - Environment / sustainability should be integrated into vision.
  - Professionalism starts with respecting each other's time.

138. • Customer segmentation.
- More Walk on the Streets just to be with the customer in all circumstances.

139. • There could be an analytical review of all 'lessons learn' from inception to date and 'act on the difference';
- It talks about 'faster, better, cheaper but different' so that customers say 'wow, that was not expected', so it could be that something is missing by contemplating on this fable;
  - Improvement in areas such as: 'Chase your

customer', 'statistics may lie badly' v / s 'what you see and hear', 'optimization to be done to pamper the customer'.

140. • We should continue our Focus on Innovation in Process and Practices

141. • Customer is everything for any business and considering this point the most important things is communication. There should be more communication with people about Quantum.
- Use of the technology to get more customers like Analytics and focusing on the wants of the customer as per their requirements. This should be identified accurately.
  - Working for the organization is important but it is also equally important to take care of the environment and our motherland. This should be taken care by doing more things for environment i.e planting trees and providing education for some.

142. • Quantum had implemented all methods suggested by Mr. Suresh Lulla

143. • Understanding of customer and their behavior towards product
- Contribute more towards Environment
  - Customer segmentation

144. • Hearing the voice of the final consumer is the best education and I personally believe in it.
- Get the commitment first. Change in

“

***Focus on Innovation  
in Process and  
Practices***

”



## 02 Key factors Quantum could focus on for successful organizational development?

behavior will follow.

- Meet the customer and start with the talk and discuss with colleagues whatever you have learned.
- 145.** ● Make people with right attitude, education and experience more responsible and groom them properly to take the company to the next level.. get the commitment first. Change in behavior will follow
- hearing the voice of the final consumer is the best education for all levels of management
  - Professionalism starts with respecting one another's time...outstanding discipline in completing the work
- 146.** ● While explaining the question "Who is the Customer?" Mr. Suresh Lulla specifies that instead of performing market segmentation based on demographics, customer segmentation must be performed based on Customer behavior.  
A majority of our Country's Populations comprises of youth which reflects a more IT driven behavior. The company must take advantage of such IT driven behavior More Efficiently by developing applications in order to ease the Investment Modes, Medium and Methods.
- Also, such IT Driven Behavior must be used to penetrate the market More Efficiently by developing Marketing and Advertisement Strategies.
  - Taking inspiration from the short fable illustrated by Mr. Suresh Lulla, appropriate Leadership Training and Opportunities must be provided to all classes of the staff in order to tap the Potentials and Capabilities of the Employees.
- 147.** ● Voice of Customer - Customers speaks their own language which Employees need to understand across departments. - (Wished More)
- We are different - (We have) Faster Cheaper Better and Different - (Wished More)
  - We don't have to do everything the customer wants, that doesn't mean 'We stop

listening to the customer'. It's a strategic or a Tactical Decision, no action is also an action. - (Wished More.)

- 148.** ● Quantum has, but should have more brand outreach efforts.
- 149.** ● Quantum providing good service for their customers
  - Ethical business
  - Quality products
- 150.** ● Quantum is always proactive in his "customer first approach", apart from that we need to be competitive with industry with our limited resources. we should come up with some mid cap and capital protection type of funds that will cater investor needs.
  - We are the role model for industry in terms customer first, low cost approach and for our values and characteristics, we set an example and rest follow but sometimes we get very defensive in our approach.
  - We are doing every possible step to reach our customers through meetings, phones, e-mails and very effective "Path to profit" still our reach to customers is not enough, In today's world sales and marketing is the back boon of any organization, we should enhance new methods of sales and marketing within the organization to reach more customers.

“

***More brand outreach efforts.***

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## 02 Key factors Quantum could focus on for successful organizational development?

- 151.**
- Leadership accountable for accomplishing vision
  - Bring fire in belly - hunger to get mission accomplished
  - Stick to timelines to achieve mission
- 152.**
- Our Leader has set the culture & Values for the organization but some time its not reflects in behavior of new generations.
  - Commitment of the team members towards the organization goal
- 153.**
- We have 10 funds. Minimum products is always easy to sell product. but we need one multi cap fund and that we need on priority. We need to change our product sell or marketing strategy, that will be based on market situation or performance. We need to sell our all product not sell only one or two product's.
  - Technology, we need to use latest technology for marketing or sales or any other function's. Still we are doing lot of manual work. We need to change our website look or we need to launch new version of website. We need try online PTP, video con call with our investor's.
  - Branches, we need to open small (2- 3 seater) branches in our top 20 city and then next top 10 cities.
  - Our Sales team and CR team is the best at handling customer sales and services related-queries.
  - Financial planning Session, We arrange Financial planning session, path to profit, webinar to educate investor's.
- 154.**
- Continuity in customer-focused culture is vital for survival and success in a competitive market.
  - Listening to final consumer is the best education for all level of management.
  - Chairman is going to ground level to understand the market and what exactly customer is demanding for.
- 155.**
- As Quantum Product mix more over less complete but we received feedback from Investors, we should have add product into Mid-cap segment.
- 156.**
- More of demonstration of existing organizational values to open world
- 157.**
- Customer Focus - Though we are always customer focus but we should be more agile and accommodative to ever-changing customer needs.
  - We are process oriented - Yes we are, but sometime we are overdoing it and doing that we drift away from actual objective and required agility. We should understand that cure should not be costlier than disease.
  - Vision and Mission - No doubt we are customer focused, but sometime we must set our goals which is doable and most important track-able. I also feel that we must propagate "What We Are" with better effectiveness.
- 158.**
- Creating the vision
  - Environment
  - Mission
  - Passion
  - Commitment
  - Respecting one another's time
- 159.**
- Launch products as per our customer's expectations, we must take more feedback from loyal customer what exactly they want from us and last things learns from competitor's

“

***Set our goals which are doable and most importantly track-able.***

”



## 02 Key factors Quantum could focus on for successful organizational development?

- We should reach to each Indian individual by meetings, marketing and with our vision towards to our Investor.
- 160.**
- Business Environment means every people wish to want more of more same or more of more new goods and services. So we should be focus on passive funds also to cover wide targeted audience.
  - Need customer for the revenue: we should be more focus on channel sales i.e. ND, Banks, IFA, institutional sales also etc. then we can increase also word of mouth marketing.
  - Customer-centric: We are customer oriented however, we have too low percentage of retain customers specially those investors, invest with us after 2014.
- 161.**
- We need to delight customers to give them a 'Wow' experience
  - Processes need to be agile
  - Board member / members to interact with our clients, competitors clients on a periodic basis to see what the customer wants.
  - Based on the feedback received, give inputs to our senior members on new products that can be launched, improvement in processes to be made.
- 162.**
- Choice of more Investment product to customer, serve all type of Customer
- 163.**
- As the customer expectations are moving target, more we understand them better it will be for us to serve them
  - I think Quantum adhere to all the policies mentioned by Mr. Suresh Lulla in the webinar
- 164.**
- Good vision - the reason behind everyone stays in the organization. Vision is also influenced by mission of the organization.
  - Creating vision - understand customers, walk, talk, meet and understanding the customers through their actions, environment is also a form of customer, eg. mother nature, whatever you do, you do not
- want to hurt at given point of time.  
Organization - delivering delight to customers
- Policy - commitment to customers - (Customer first, customer first, customer first)
  - Customer - focused culture is vital for survival and success in competitive market. If you won't have customer, you won't have business.
  - Be committed, change in behavior will follow.
  - Keep your promises to be trusted by your colleagues.
- 165.**
- Customer-centric: Though we are customer focus company and value our customer, since my joining what I found that as of now we are not adding much more value in terms of return of their equity investment.
  - Understanding customer requirement: Though we have 10 different funds to cater our investors need but still they are looking for other Category Fund and Index Fund which we don't have.
  - Need customers for the revenue: We do have RIA and channel partner services but to achieve our annual mission we need to be more focus on that also.
- 166.**
- Doable finite goals - Quantum does have this but in order to achieve our goals it should be more doable. We do not have modern tools of advertising and medium, branding and visibility is less in the market,

“

***Delight customers to give them a 'Wow' experience***

”





## 02 Key factors Quantum could focus on for successful organizational development?

so in order to achieve our targets, we should have an investment specifically to market our high yielding products prioritizing its returns which is nothing but getting more investors.

- Door to door policy - like said in the video face to face interaction amongst the customers is the best way to understand their needs and wants. We may implement this plan where our representatives go and talk to the local people on weekly or fortnightly basis in the neighborhoods / allocated location and understand their knowledge with investments and mutual funds. This is helpful in creating a new database also potential investors who can start an sip with minimum purchasing power.
- Direct to investor marketing - this is an unique and a great concept that Quantum definitely follows and actually does walk the talk but in order to achieve our targets and goals we need to apply modern technologies of marketing and better facilities. we have limited to resources and tools currently if we could expand more on that terms. for e.g. emphasis more execution of content by professional agencies that gets more attention and visibility as a brand name.

167. • Adherence to timelines / accountability,  
• Better understanding of how an employees work / every action (or INACTION) is tied to the vision of Quantum, and  
• To have a sense of urgency (fire in the belly).

168. • Customer segmentation is practiced on the basis of demographics but customer segmentation should be practiced on the basis of behavior too. Currently industry is talking about solution based approach which should be looked upon. Customer segmentation will create fire in the belly, since we will be aware of the customer and it would be comparatively easy to pitch the product.  
• Walk the streets, as per the example given by

Mr Lulla, the Chairman walks on the street and talks to customer 2 days in a month. Quantum should also practice the same to understand the customer's needs and requirement in product / process. Though PTP is one of the methodology for the same, we should increase the number of employees doing this and add some more avenues for the same. Like it was said in the video we should meet competitors customer too or their programs. Increase our physical events at corporate / societies and webinars in various linguistic, to understand the investor.

- Each team member always have something to offer in terms of knowledge to others in the meeting. This should be practiced across teams in small group say 2 / 3 teams at a time which will uplift the team members increase their bonding and create a healthy environment.

169. • I think we are following more than that to improve our business, as I said our TL's and HOD's are very much sincere in their own domains because of this I am sure we are in perfect path to the progress.

170. • As the Company has grown since what it was in 2008 till date a lot of values which were deeply ingrained have started to dwindle. Some are still ingrained in the top management, but employees down the line just know about it but don't seem to religiously practice it.

“

***Direct to investor marketing***

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## 02 Key factors Quantum could focus on for successful organizational development?

- As Customer Focus is vital for survival and success, it seems that we have lost touch with our existing customers in pursuit of getting new ones. The basic need to understand the changing needs of our customers is not being focused on. Understanding customers proactively is missing. No one seems to have the obsession to understand the customers.
- Setting of high expectations of the work force is the need of the hour particularly in the area of customer focus. Quantum's workforce seems to work at a leisurely pace and don't seem to have the fire in the belly and urge to meet the organization goals.
- The vision should have been doable in a finite number of years and should have been compelling to and shared by every employee and everyone should have been aware of how his / her individual work would contribute to the vision. It should have been collectively owned. This is missing in Quantum.
- The point that professionalism starts by respecting one another's time is very critical and seems to be missing as a lot of work gets done in a very bureaucratic manner these days.

**171.** • Quantum has adopted all the principles Mr. Suresh Lulla has recommended in the webinar

**172.** • Although all we do is in the best interest of the customers if we could understand more of what they need it will help us to actually serve them better.

- Other than that I think Quantum already has adopted all the policies.

**173.** • Passion and Fire in the Belly. Our vision in QAMC is to be the most respected fund house and our pledge is to offer every Indian an opportunity to be a sensible Quantum Investor. Not visible.

- We do not have the appropriate organization structure which is outward looking to being "investor first"

- Customer segmentation: based on customer behavior, customer expectation. We don't seem obsessed about the customers we have and the customers we want. (this is true for QASL as well)

**174.** • The video talked about having vision which is doable within a certain timeframe which is something Quantum should maybe have a look at

- The video talked about being different and something that the customer does not anticipate. Although Quantum has always been different in terms of holding itself to the highest ethical standards & being the first direct to investor fund, I believe a better communication of these facts will enable a better understanding of our values to the investors

- The video also highlights the fact that a Company needs to understand its customers better by talking to them. Although Quantum does a lot off path to profit events, I believe some more engagement activities with existing and prospective customers on the retail side to understand what they expect from the Company could be very beneficial.

**175.** • Setting high expectation for the employees to align their JD with the organizational vision.

- Bring fire in the belly - Top level leaders / HOD's should show strong determination to achieve our vision

“

***Passion and Fire  
in the Belly***

”



## 02 Key factors Quantum could focus on for successful organizational development?

- A good vision must be doable in finite number of years. Adherence to timelines and accountability is the collective responsibility of the everyone. Employees should be made aware of the management decision regularly towards achieving the vision of the Org. It can boost employees morale towards vision.
- 176.**
- Inspiring others in a larger scale
  - We always strive in a best way to improve the investment process we should continue with that.
  - We have high standard of process and quality to maintain it we need more push on Quality program's
- 177.**
- Vision - Example of 72K - Last year on 1st of April we created a vision for ourselves but somewhere down the line we lost focus. By Diwali we saw the posters falling down by itself. Yes the target was a challenge we took. There was hiccups from the exits of senior management, but that should not have let us lose our focus. I am too young to say this, not even being a part of the second in line command, but as a suggestion I believe that entire organization should be aligned to a boarder vision, also every single department should have a specific goal and vision. That is what will drive a person to wake up next morning and come to work. And the joy of achieving that vision would be far higher.
- 178.**
- We actively listen to the voice of the customer, but our solutions tend to take too long to get implemented
  - We should use some of the simple techniques mentioned in the video Q&A like flow charts etc to identify processes that are slowing down decision making and execution
  - Our vision statement lacks measurability, I think the presentation suggested it is a state an organization wishes to achieve in ~ 5 years' time, I'm assuming requires some sort of a measurable goal
- 179.**
- Nothing - Quantum is far superior!
- 180.**
- Understand customer mindset- Need rigorous training of hospitality sector where customer satisfaction is in blood of each individual and is taught by way of remaining focused and understand the customer while interacting with them.
  - Environment - Though we contribute towards this but we need to be more focused towards it.
  - Customer is No- 1 - we should understand that its customer who runs our organization not the employees or management so we should focus more towards outmost satisfaction of customer.
- 181.**
- Cheaper - Minimum investment amount, Load Exits, Low expense ratio's
  - Faster - Company should launch new products according to stock market as per customer needs
  - Better- Company should launch products better than other companies which should provide good return on investments
- 182.**
- Customer in No 1
  - Culture
  - Environment
- 183.**
- Categorize our customer: We need to categorize our customer depend on customer behavior which will help us to understand the customer interest. We are doing well to acquire valuable customer but

“

***Entire organization should be aligned to a boarder vision***

”



## 02 Key factors Quantum could focus on for successful organizational development?

if we use new modern technology like (Analytical tools) which give us more accuracy, for this we required more customer information like (age, salary range, service, etc.) To categorize our customer.

- Environment: Environmental event should be more like tree plantation and food distribution.
  - Other comment: If employee has completed a course, the company needs to evaluate if its useful from a company perspective. Then company need to set the environment to work on that.
- 184.** ● Get the commitment first, change in behaviour will follow we have but should be more
- Keep your promises to be trusted by your colleagues we have but should be followed more
  - Hearing the voice of the final consumer is the best education for all levels of management.
- 185.** ● Quantum strongly adheres to the traditional values of simplicity, transparency and integrity while continuing to deliver steady performance over the long term which will help the organization to have the defined Mission, Vision, Values. These are things that Quantum already have and seriously following to serve better to its customers.
- 186.** ● Product Quality Improvement: Fund performance is basic expectation of investor
- Plan - Do - Check - Action : Improvement is life long process. To meet this every organization should follow PDCA cycle.
  - Customer segmentation is very important to understand the customer requirement first.
- 187.** ● Product Quality Improvement : Fund performance is basic expectation of investor
- Plan - Do - Check - Action : Improvement is life long process. To meet this every organization should follow PDCA cycle.
  - Customer segmentation is very important to

- 188.** ● understand the customer requirement first.
- Quantum has their value and ethics, its all based on this. However, financial prospects are not satisfactory.
  - Quantum has domestic investors, increase the business and come up with international investors
  - Nothing to say more happy to work with quantum.
- 189.** ● We have already launched 10 funds. But client demand is very high so I think we should also come up with small cap or mid cap fund.
- We should add valuable campaign for advertisements.
  - We should also advertise our fund house and our scheme.
- 190.** ● Quantum have most of it but more clarity and firm implementation across hierarchy is required.
- Environment is also a customer - Though we have been considering this fact in our business policy but space is available for improvement / specific strategies. For example - Quantum should have a complete digital business practice (no use of paper / print) by 2025. 10% reduction in use of water / light bill by 2025 compared with last 3-year average (a base line), etc.
  - Understand customer - We have customer oriented business policy. To serve existence customer much better we should conduct a survey which will help us to understand customer's thinking process. We can send

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***Environmental event should be more like tree plantation and food distribution.***

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## 02 Key factors Quantum could focus on for successful organizational development?

subjective questions (not more than 3) to existing customers / leads as a part of our regular communication. For example, along with Quantum Long Term Equity Value Fund, do you have investment in other fund houses? Yes / No. The feedback will help us in reframe the business policy / customer communication.

- Quantum have 9 funds which are capable to take care of all short term / long term / tax investment objectives.
- We should have an exit interview process with investor, whenever, he submits the redemption request. A one-line reply we can expect from investor before he closes the account OR RM can understand the reason behind the exit and guide them accordingly. The withdrawal of redemption could be a major achievement. (subject to technical approval).
- Leadership- Quantum has successful, fruitful leadership at the top in last 30 years. Time has mounted to create leaders per department. Participation and response (positive / negative), from all employees is essential. A culture of leadership has two ways. First, company has a list of key executives (AVP, VP) and second, every employee act like a leader in their current roles. It's a mindset which drives the change.
- An employee must have a 1 question (in 1 quarter) in town hall meeting. It should be a part of the KRA.

- 191.**
- Quantum Focused on low cost approach and succeeded in a competitive market.
  - Quantum Mutual Fund have a very good work culture.
  - Quantum follows Team driven process.

- 192.**
- Quantum Mutual Fund has a very good work culture. This culture can only be built by pursuing ethical role modeling values and walking the talk.
  - Quantum has firstly focused on the investor by adhering to traditional values of simplicity, transparency and integrity while continuing to deliver steady performance

over the long term.

- Quantum - Direct to investor, Focused on low cost approach and success in a competitive market.
- 193.**
- Right Vision, Values and Mission.
  - We always keep in mind about investor needs and requirement and accordingly we go ahead.
  - Right process we following to remain in touch with our investors.
- 194.**
- Quantum AMC has a limited type of mutual fund product hence they should focus on increasing the range of product. Some of the examples are Small Cap Fund, Mid Cap Fund, Nifty Next 50 Fund
  - As per the government of India promotes Digital India movement to reach digital space for every common person so I suggest to improvised in technical aspect to give our customer users friendly experience by developing mobile app in Android & IOS version.
- 195.**
- Customer segmentation over market segmentation.
  - Customer perceptions are relatively stable, customer expectation are moving target.
  - Deployment of vision for long term clients.
- 196.**
- Long term plans
  - Environment
  - Good Vision

“

*Long term plans*

”



## 02 Key factors Quantum could focus on for successful organizational development?

- 197.**
- Environment / mother earth reminds not to hurt it, we do think about the environment by our activities but we need to be more cautious towards our action which might hurt mother earth.
  - The ultimate customer needs to be understood and also we need to understand competitors product. This is being done in Quantum, but we can do more of it.
  - Discuss what you have learn with colleagues who are working with other customers. - This is done at Quantum through Knowledge-bytes, but we can have more of it, something apart from knowledge-byte, team interaction on knowledge exchange, practical experiences being shared.
- 198.**
- Discuss the differences at all level, which we gather by meeting investors.
  - Categorizing the customer on their behavior.
- 199.**
- Feedback from investors - Feedback from investors are their expectations with the organization. We should always welcome them by hearing to it and implementing it with all possible efforts. They should never be felt unheard. Feedbacks on services are always dealt with utmost priority and are ensured that they are implemented. However, their feedback on schemes returns, portfolio or launching of new product / s which will help them to achieve their financial goals not only at one phase but at all phases of the markets. Investors do look for delightful customer services but we should always remember that they have invested with us for meeting their financial goals. We off course arrange for a concall with our fund managers to make them understand the product better which is something very unique I find here as compared to other fund houses but our focus should be on returns too.
  - Frequent webinars for overseas investors - We must also plan to have a regular online webinars or video conferencing with overseas investors.
- 200.**
- We can cut short on having business meetings outside instead have them on non-business days at our Hoechst House for HOD's and second in line (this has nothing to do with the video)
  - Mutual funds in India has confined its reach to urban areas leaving rural untapped. So I feel doing survey and meeting people personally in semi-rural areas will give you an idea about their knowledge in mutual fund products (basically SIP's) and you might get small retail investors from their as well. I am highlighting this point because I have been through an event last year, so I was in this Uber cab and the driver who was only 10th pass out asked me about the mutual fund and its benefit (luckily he was from my village, out of curiosity he started asking me about myself), when I started explaining to him I realized he was very much interested and in a moment he asked me to give him the details of the concerned person who can help him with his problem, also he had some amount invested in one of the insurance companies. What I feel is creating awareness in the rural areas can help as generate to find more potential customers.
  - Every month company organizes interactive sessions which I feel is a very important strategy to connect with the customers and to get them an overview about how the market is functioning and all the related information about our products.
  - Talking about the process I think we have a

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***Frequent webinars for overseas investors***

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## 02 Key factors Quantum could focus on for successful organizational development?

dedicated advisory / research, customer care and operations team that works to solve investor's queries regarding where to invest, how to invest and any other problems related to the purpose. Quantum has helped their investors by giving advice only after understanding their risk profile and existing investment pattern. Such personalized advice has helped investors stay invested through volatile markets as well.

201. • Culture value: I have always been told by seniors that the culture is not the same as when Ajit was there. I don't know what sort of culture was cherished then that is not being cherished now or which is being diminished. They themselves being part of that "Ajit Culture", why are they not trying to continue that or improve on that. Why they feel the current culture is not good I don't know.
- Choosing a leader- The concept of selecting a second in line or grooming potential people with necessary skills.
  - Vision Derivative:- it talks of 4 principals :- Values, Policies, Mission, Long term Plans. The vision should be doable and compelling. Setting aggressive targets for NCA is good, But we should also set targets for performance improvements in the NAV within our value investing concept philosophy not being stretched. Because Customers money is involved and we should do justice to them. Someone should be accountable.
202. • Products as per customers requirement.
- More Interaction with customers (Resident Individual and Non-Individual Investors) by way of coming more closer to them via Physical and Electronic means i.e. Path to Profits, Webinars, Video Conferencing and informing them about our current strategies, thought processes, explaining our concepts i.e. why are we here and reinforcing our vision is customer investments safety and sensible growth.
  - Continue to focus on customer and

customer feedbacks need to be implemented as and when feasible i.e. any new feature or any changes in our existing processes which can ease customers in dealings with Quantum Mutual Fund.

203. • Set high expectations for workforce and make them accountable
- Get the commitment and monitor that
  - Follow processes but reduce the implementation time
204. • Quantum does have simple range of funds which caters investment objectives of investors but, we should also have Mid Cap fund in our portfolio. Since long time many investors have suggested us to come up with Mid Cap fund.
- I feel we should improve more at infrastructure side. Software's, Applications etc. so that we can reach to maximum investors and give faster solutions.
205. • Customer segmentation based on behavior
- Could have interpreted more precisely what customers are telling us in terms of their expectations.
  - Could have been ahead of curve in terms of technology leadership and customer facing.
206. • Understanding the needs and expectations of our evolving customers.
- While we have a good organization in place, it can be further improved to increase customer satisfaction.

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***Products as per customer's requirement***

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## 02 Key factors Quantum could focus on for successful organizational development?

- Creating awareness among employees how his or her work contributes towards helping the organization meet its set vision.
- 207.**
- Need to understand customers proactively especially the behavioral actions. Like Mr Lulla says being completely obsessed in understanding the customer. Mr Lulla also highlights in the fable that the chairman of the customer-oriented company dedicated his time not just to meet their own customers but also to meet competitors customers is something which can be explored further to understand what customer really wants in Quantum. Also, this will help in understanding the new ideas in the market, improvements in the products and make the processes more agile.
  - More clarity on the desired future state of organization and accountability for accomplishing a vision will help in improving efficiency of employees.
  - Need for facilitation or coaching is required more. There will be more disciplined and process oriented work with more mentoring. Eventually, the preparedness of each and every team member would improve.
- 208.**
- Senior Management and all HoDs need to interact with customers more
  - Processes and systems should revolve around the customer not vice versa
  - Respecting each other's time, especially for meetings - ensuring they start and end on time and have a clear agenda which needs to be covered and summarized with clear action points for all involved.
- 209.**
- Focused Vision
  - Customer Engagement and
  - Connect
- 210.**
- Need a bit of transformation: In the current scenario a huge chunk of investors are millennial. They lack patience and don't understand the value style of investing very well. We need to find a way to communicate
- with them and need products that can attract them while keeping our values and mission intact.
- 211.**
- Quantum should have more schemes across the categories to sustain in competitive market.
  - Frequency should be higher to understand ground level demands.
  - Should be specific while communicating to investors regarding fund performance
- 212.**
- Returns on investment have always been an issue for people looking at Quantum for investments, I think we should provide them more clarity on how we do long-term investments (equities) and provide them assurance for not just high but good returns.
  - Quantum is best known for its ethics & culture, where employees, including top level, has been always happy to share the knowledge, however still there are employees not use to this culture & somewhere the environment gets disturbed.
  - Where it comes to work environment, many employees still need to learn treating each other equally.
- 213.**
- Customer stability is a challenge in an environment where the customer is looking for something that is efficient and different. The variety of schemes offered somewhere lacks the feature of being different from the products already present in the market.
  - On similar lines of customer perspective as stated above, from a profitable point of view,

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***Clarity on how we do long-term investments (equities)***

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## 02 Key factors Quantum could focus on for successful organizational development?

the competition in the market also needs to be tackled and minimized.

- 214.**
- Product with varied characteristic to reach a larger base of customers
  - Better understanding of customer expectations
  - Agile process

- 215.**
- Everything shown in the video is indicative of what Quantum has in place already such as how the company has always bonded by its charter of principles and code of ethics.

- 216.**
- Faster- Launching new products according to stock market and customer needs, also doing promotions and advertisement effectively through various channels.
  - Better- Building reputation by active management of funds, adequate research and analysis of stock market to provide better returns to our investor than our rivals. Also we need to improve our digital services like our website and mobile apps
  - Cheaper- Managing total expense ratio, minimum investment amount and 'any date' option should be available to register the SIP through various platform

- 217.**
- Launch the scheme in small cap, mid cap and large cap.

- 218.**
- Should have seminars conducted for interacting with customers.
  - Should have more new products for customers with new schemes.
  - Should focus more on Digital and automation.

- 219.**
- Fund managers should share the feedback and insights from P2Ps with the rest of the team so that we can all build on those inputs
  - We should do some on ground market research to better understand the needs and expectations of the always evolving investor
  - Every employee should know how his / her work will help take the organisation to its

vision, that way everyone stays motivated and feels that their bit makes a difference

- 220.**
- We need to have multiple products to meet investor requirements.

- 221.**
- Best Practice Sharing
  - Knowledge Sharing
  - Adoption to new market strategies

- 222.**
- We have just 10 products which is not enough to sustain in the market. I feel we should increase our product offerings. We could add more mid-cap and small-cap products
  - Quantum trusts employees and assigns tasks to build leadership quality. I feel we should focus more on this as it gives us the opportunity to improve our leadership qualities.

- 223.**
- Faster - launching new products according to stock market and customer needs and also doing promotions and advertisement effectively.
  - Better- Active management of fund by doing adequate research of stock market. And also we have to improve our digital services like our website and mobile app.
  - Cheaper- Minimum investment amount and any 'date' option should be available to register the SIP through various platform.

- 224.**
- Quantum should have more schemes across the category.
  - Quantum does have a culture of teaching

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***Adoption to new market strategies***

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## 02 Key factors Quantum could focus on for successful organizational development?

over reproaching.

- Quantum should involve employees in CSR initiatives

225. • Engaging with voice of the customer is needed - As we have 10 simple schemes to choose for investor, sometimes it becomes difficult to pitch the investor as per their requirement. As there are many investors who want to invest in mid or small cap funds. If we can launch these funds, it might help us to increase the number New Client Acquisition.

226. • Quantum is undoubtedly a customer driven company but I think we should focus more on the Quality of service we provide to our customers. I would like to quote a phrase used by Mr. Suresh Lulla - "Return on investment in quality improvement is amongst the highest available to managers. Quality improvement is not capital intensive". Quantum should continuously strive to improve its quality and give better service to customer. This will only lead to our growth in terms of experience, learning and monetary terms.

- Understanding the customer is the key to Customer driven quality. I think we should try more to understand our customers. Understand their needs. One thing pointed out by the speaker was categorization of Customer based on their behavior.
- We should try to categorize our customer to understand them better to provide them what they require and fulfill their expectations from us.

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***Quality improvement  
is not capital  
intensive***

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## 03 Thoughts and suggestions by employees

1. • Thank you for this educative video.
2. • I had joined Quantum and I was very much obliged to see how well we treat our customer as the uphold priority in case of daily work with zero latency, had never seen this before in other organizations. This created a sense of responsibility and honor to me personally.
3. • Develop other products in order to attract new customers
4. • Sometime meeting the requirement or demand of irate or aggressive investor which make changes in the structure of our policy or work process and sometime is same thing is demanded by a silently investor in calm way we either assure them that we will look into the same or we say that its policy cannot be changed. So I believe regardless of value or nature of investor we need to listen to investor and their demand if it's feasible to all, then only we should make changes.
5. • Rather than having competition within the organization should focus on competition with peers, to know what is the perspective the peers have and what they look into their customer.
6. • Leadership should not treat team bonding as a tick box item. Many departments despite budget allocated never get to go for such events. Departments able to holistically achieve all duties and tasks must be recognized as department of the month. This will create a sense of healthy competition for a healthy workplace.
7. • A program of reward and recognition must be there. We can see at the airports how different airlines reward their employees as the employee of the week / month, this creates a strong sense of duty and great sense to deliver a better quality of service.
  - We have programs like team bonding but many times these things never happen in various departments, departments who do it must be recognized and praised for carrying out all such tasks.
8. • We have been receiving many mails from investor with regard to non-performance of the schemes due to which we are receiving many SIP cancellation requests. So I feel scheme performance also has some impact in retention of investors. So we need to have a good investment process for returns depending upon the nature of the scheme. Else we need to have proper explanation from fund managers for investors on website / over mail / conduct an internal session to respond to such queries.
  - Every team needs to work with one single motive instead of competing with each other team.
  - If every employee thinks on how their work will take the organization to the vision, Quantum can give a good competition to the other players in group.
9. • Fund performance to keep up to the expectations of our Investors who time and again keep comparing us to our competitors and want to exit or hesitate to invest basis various

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***Develop other products in order to attract new customers***

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## 03 Thoughts and suggestions by employees

communications which we have been receiving in recent times and are ever increasing. We can keep up-to our stand on value based investing stand on our long term performance history through more convincing and proactive communications / sales force to showcase our long term horizon based performance.

- Quality parameters to be introduced and implemented across all activities and processes across functions as a mission which will go a long way in achieving our vision and goals

10. • Automation

11. • Good initiative taken by our organization. This helps employees to think out of the box and get time to do something different from the routine.

12. • Character count sessions may be conducted once in two years either by Ajit or Subbu

13. • Everybody has the scope of improvement. Best of the best are continues learners. We all at Quantum should keep learning.

14. • Happy to be part of the organization having supportive leaders and taking care of the employees

15. • We have to make our presence felt in all mediums physically and virtually.  
• Low cost Mutual Fund tag has to be retained at any cost.  
• We have to stick to our values as we are always.

16. • There was an example in the video where Mr. Lulla was appreciating the meeting with one client in terms of team member's knowledge, Commitment, meeting timelines, their grooming. I wish if we can improve in those terms.

17. • Quantum is really very good organization to work

18. • I am happy to work with Quantum.

19. • As said by Mr. Lulla and I personally also believe that you should respect one and others time i.e. time of your colleagues at whichever level they are, there should not be such a behavior that if the email / work is coming from the top so we would attend that first and if the email is from your junior (from any other team) would address that later.

- Achieving any goal, setting a clear vision, values of the organization depends on the leaders who sets the path to be followed by the successors. It is very important for an organization like Quantum to ensure that in all the Departments, Quantum has "Leaders" and not just "Bosses"

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***I am happy to work  
with Quantum***

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## 03 Thoughts and suggestions by employees

because “A Boss has a Title but the Leader has its People” and only your people will achieve the goals for its Company.

20.
  - I would like to share a small story
  - We all heard about US President, Mr. Abraham. People used to respect him a lot as a persona and as a president. In one of his speech Mr. Abraham Lincoln said in his speech that he wants to make America the best country in the world and he wants support of each and every citizen of USA to make it happen.
  - Once he went to a public washroom where he saw a house keeping staff cleaning the floor and was quite amazed. The house keeping staff could not recognize Mr. Lincoln and was doing his job with so much sincerity as if he is doing a great job and is proud of it.
  - When Mr. President asked him what is he doing? The simple answer the staff gave was our president need my support to make our country best in the world and I am making our country best in the world.
  - Moral of the story – Today we want that kind of people in our company.
21.
  - Sometime meeting the requirement or demand of irate or aggressive investor which make changes in the structure of our policy or work process and sometime is same thing is demanded by a silently investor in calm way we either assure them that we will look into the same or we say that its policy cannot be changed. So I believe regardless of value or nature of investor we need to listen to investor and if demand is feasible to all then only we should make changes.
22.
  - Branding by leveraging social Media Platforms.
    - ◆ Rewards and Recognition in lines with our company values. (This will help us in driving the company values and faster culture assimilation)
    - ◆ Evaluating the individual employee not only on their performance but also on their potential to portray the organization values (Performance matrix can be designed depending upon department)
    - ◆ Quarterly connects by top management with all the employees over town hall.
23.
  - We are on the right track. Soon investor will realize importance of capital appreciation over long term without taking too much risk
24.
  - We are following most of the points from Mr. Lulla’s webinar.
25.
  - We should focus on promoting our company on visual media like advertisement on television channels so that we can reach to common people.
26.
  - With our ever customer centric, Quality focused top-down approach and with some additional measures, there is a clear visibility that we will continue to be liked and recognized by our existing and potential sensible investors, employees, directors, regulators, other stakeholders, thereby ultimately resulting into

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***Rewards and  
Recognition in lines  
with our company  
values***

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## 03 Thoughts and suggestions by employees

huge profitability for all our products and business verticals in next 5 years.

27. ● Identification and reward according to qualification enhancement should be planned and projected to motivate the employees for long serving with better opportunities in the organization.
28. ● Quantum enjoys the status / reputation of a clean organization.
  - ◆ Employee friendly.
  - ◆ Senior management / key personnel easily accessible.
29. ● While doing business, one should always thrive to show mercy and compassion to people and animals, and cultivate gratitude towards everything in our life;
  - ◆ While working with fellow colleagues, our individual contribution is to practice non-violence in thoughts, words and actions;
  - ◆ Multi-national countries are today being humbled, so learning to overcome pride is important to stop abusing on power, health and nature, hence, avoid falling into the trap of unnecessary wants.
30. ● Quantum is the best organization but it should also look into modern technologies which are currently in the market which help to build more customer base.
  - ◆ Quantum should focus more on advertising.
  - ◆ More funds should be introduce as there are variety of people in India and it should be affordable to everyone.
  - ◆ Company should also focus more on building good teams with good leaders as it will help in doing good work which will lead to the growth in business.
31. ● Having spent more than 14 years in Quantum, I sometimes wonder why the company (AMC) has not yet reached the growth level it deserves to reach given our expertise in investment management, customer focus, operational and compliance excellence, digital initiatives etc. May be more and more of our customers need to know WHY Quantum exist in the first place before WHAT we are going to offer them as our products.
32. ● We can improve more our customer services.
33. ● Proud to work with Quantum like organization where i have the liberty to put forward my views and so great care of employees like family members.
  - ◆ Good Luck to all.
34. ● Can we have a yearly character count session by Ajit Sir? it Inspires us lot
35. ● The overall work culture which is required in an organisation to stay focused on the mission of vision has always been maintained for overall better performance.

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***Proud to work  
with Quantum***

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## 03 Thoughts and suggestions by employees

36. ● Continue to remain focus towards customer as always.
37. ● Yes indeed work is very important and it's a priority but so is work life balance especially during lockdown crisis. We shouldn't forget to make time for ourselves and keep our minds and body healthy too. Some meditation, some exercise and eating healthy is essentials too. Please note this is only a thought I did like to share.
38. ● Survey should be conducted every six monthly to understand the investors requirement.
- ◆ We should educate investor by creating small videos of all our archive content (in various languages) which we have written to investors. These videos should then be explained by our fleet on street which becomes a talking point and will assist in increasing PR with the investor and being in touch with investor, who is the final inspector. Also by marketing these videos we can generate leads for our business.
39. ● No comment, only I would like to thank Quantum a lot for giving me this opportunity to say something about my company in this way.
40. ● The teams that are in charge of the vision need to be made accountable and answerable for the same. We need to aim at making the organization leaner in terms of manpower and bring in more automation and efficiency. We need to incorporate a sense of urgency in the workforce in achieving the vision. The achievement of the vision needs to have an end date.
41. ● Based on my experience of years
- ◆ Each employee is a mascot of the organization, it's not duty of only Sales team to do the sales for the organization, we / each employee should also contribute towards the sales or we / each employee should be given a target to generate sales (e:g get 5 customers yearly)
  - ◆ I strongly believe that here at Quantum all employees carry a buddle of knowledge / some or other sort of expertise or experience / have good presence of mind. We as an leaders should always try to analyses the suggestions given by any individual (understand their perspective of suggestion and incorporate the suggestion if we found it fruitful for organization / correct after analyzing or else need to make the person understand the pros and corns of the suggestion suggested by him. We should raise our bar and leave ego aside as I believe it's good to have Positive ego (e:g – I can do this job) rather than Negative ego (e:g – I am the only person in this organization who can do this job).
42. ● We should treat our customers as KING
- ◆ We should focus on customer behavior and language
  - ◆ We should create new ideas to attract customers towards us
  - ◆ We should always be ready to face the competition in the market to fulfill customer needs.

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**Very supporting  
teams**

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## 03 Thoughts and suggestions by employees

43. ● I just wish to see my organization have prosperous growth over time.
44. ● I am happy working with Quantum, this is my 9th year. I am happy I join Quantum that time because this kind of environment I have never seen before. I hope I'll continue working with Quantum many more years to come
45. ● Since we are good at our Values, Policies and Principles which definitely improve customer confidence, goodwill and good survival in heated competition.
- ◆ We just need to be more focused on Customer segmentation as "Mr. Suresh Lulla" correctly said that Customer Perceptions are relatively stable however the Customer Expectation are moving target.
46. ● Very supporting teams and feel to work in healthy environment.
47. ● I would like to say thanks to our management for allowing us to work from Home also like to thanks for extra salary. Also happy to donate to our NGO. Management is in touch with all, that's really great & feels good.
48. ● More and more millennials are taking to mutual fund investing and letting their corpuses grown by holding them over long terms. I think strong digital marketing strategies will help us bond and educate millennials as they are mostly online and heavily using social media platform for day to day lifestyle. Blogs are one of the finest sources to educate these customers and to make informed decisions. Investment in digital content and marketing as a channel could be an ideal strategy to attract these millennials.
49. ● Customer :- I guess even employees are customers and concerns about the performance should be addressed appropriately. Fund managers should also make a presentation like the sales and marketing HOD. Everybody doesn't read the factsheet.
50. ● One department is customer for other department. Appreciate efforts of others colleagues / departments and respect the time spent by them. As said by Mr. Lulla, Professionalism starts with respecting one another's time.
51. ● Quantum has right set of values, people, processes and products. But needs a strong and well-accepted leader who can optimally utilize the available resources, able to bring co-ordination within the teams and allow leaders to take business decision without fear of consequences of failure.
52. ● Giving the customer a consistent wow feeling, something which the customer never anticipates.
- ◆ Cure should not cost more than th disease-whether the cost of getting a

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***I am proud to  
be an employee  
of Quantum***

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## 03 Thoughts and suggestions by employees

customer is higher than the money the customer is going to spend / invest on the product needs to be monitored diligently to ensure optimization.

- ◆ Learning the art of able to define the problem. Mr Lulla mentioned that once the management knows how to define the problem, they will have right team with right methodology to resolve the problem. The power of flow charting.

53. ● Don't want to comment personally, but there are few employees who looks over employees from subsidiary in fact say treat them as per their designation and department. This is not right, within firm if we treat equally than why discriminate for other firms even when you are sitting in same branch...
54. ● Trying to place my layman's talk:
  - ◆ I think We still need to move more towards digitalization and automation.
  - ◆ For Liquid fund, ATM Cards can be introduced so that investors can withdraw money through ATM's with no costs, make bill payments, earn more returns than saving accounts, etc which may encourages new investors.
55. ● We need to know the factors for non-performance of our funds, what is the reason our competitors are doing well and what needs to be implemented to overcome the market crisis?
56. ● Branding by leveraging social Media Platforms.
  - ◆ Rewards and Recognition in lines with our company Values. (This will help us in driving the company values and faster culture assimilation)
  - ◆ Evaluating the individual employee not only on their performance but also on their potential to portray the organization values(Performance Matrix can be designed depending upon Department)
  - ◆ Quarterly Connects by top management with all the employee over Town hall.
57. ● Need to know the factors, what is the reason our competitors are doing well and what needs to be implemented.
58. ● I am proud to be an employee of Quantum. Qualities which I like most about Quantum is its transparency towards the customer and their employees, work culture, ethics and safety of their employees which can be seen in current situation.

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***Need to move more towards digitalization and automation***

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