

EmpXtrack to help Cafe Coffee Day deliver a delightful coffee experience to its Cafe customers

(Press Release)

28 February 2008 (Noida): Saigun technologies announced that Cafe Coffee Day, company that pioneered the cafe concept in India, would use its flagship product EmpXtrack to help its employees meet their professional goals and deliver customer-oriented performance.

“Cafe Coffee Day will use [EmpXtrack's Goal Setting & Tracking and e-Appraisal tools](#) for its employees.”, says Ankur Arora, VP Sales, Saigun Technologies. Speaking on how this implementation will help Cafe Coffee Day, he adds, “Implementation of EmpXtrack's performance management system will enable managers and the employees at Cafe Coffee Day to track their goals at regular intervals in real time. The automation of appraisal will help in making the process smoother, efficient and more transparent.”

Sipping the hot cup of success, Maj. Gen. B. K. Bhatia, head of EmpXtrack's HR Consulting practices, delightfully told, “The addition of Cafe Coffee Day in Saigun's client list has once again proved that [EmpXtrack with its 18 Modules](#) is an absolute match for the retail industry as also other industry verticals. ” .

About Cafe Coffee Day

Cafe Coffee Day is a division of India's largest coffee conglomerate, Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL), popularly known as Coffee Day, a Rs. 300 crore ISO 9002 certified company. Coffee Day sources coffee from 5000 acres of coffee estates, the 2nd largest in Asia, that is owned by a sister concern and from 11,000 small growers. It is one of India's leading coffee exporters with clients across USA, Europe & Japan.

Cafe Coffee Day (CCD) pioneered the cafe concept in India in 1996 by opening its first cafe at Brigade Road in Bangalore. Till about the late 1990's coffee drinking in India was restricted to the intellectual, the South Indian traditionalist and the five star coffee shop visitor. As the pure (as opposed to instant coffee) coffee cafe culture in neighboring international markets grew, the need for a relaxed and fun “hangout” for the emerging urban youth in the country was clearly seen.

website: <http://www.cafecoffeeday.com>

About Saigun Technologies

Saigun is a technology group focused on designing niche HR Management solutions. Saigun pioneers development of integrated, flexible and on-demand solutions for management of human capital. It provides technology to some of the Fortune 500 companies for various requirements like health care , retirement choices, decision support kits and compensation planning.

Saigun's flagship product EmpXtrack is a next generation solution for Human Resource and Talent Management. The leader among integrated solutions for HR, EmpXtrack is powerful enough to handle all 18 functions of HR department through its single window interface and provides comprehensive analytics for critical decision making. Designed as a SaaS (software-as-a- service) offering, EmpXtrack requires Zero-to-minimum investment in hardware and other software components, making it first choice of the organizations that require quick to use solutions with minimum investment in technology.

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