

NOVEMBER EDITION

CRAFTING SUCCESS STORIES

Celebrating progress, people, and the power of collaboration. **Every achievement begins with us, together.** Welcome to the Cogent Innovations Newsletter.

2025



OUR LATEST ACHIEVEMENTS

ISMS AUDIT

- Our **IT team** has successfully completed the ISMS meeting.
- This marks a strong step toward enhancing organisational data security.
- **Key policies, risks and improvements were discussed in detail.**
- The team's effort reflects discipline, clarity and collaboration.
- Together, we move forward stronger, secure and compliance-ready.

ASSET MANAGEMENT

- **TouchPoint Team and IT** have successfully implemented the internal asset management system.
- Enables efficient tracking, allocation & monitoring of all our assets.
- **Reduces manual dependency & improves accuracy in records and updates.**
- Offers better visibility, transparency and accountability across departments.
- Strengthens operational efficiency and supports scalable resource management.



CRM TEAM

- Launch of the Asset Management System, successfully rolled out.
- Lightning speed development of new ASM modules such as Audit, Compliance, Appointments/Route Management and more.
- Multi system integrations completed: ➤ Telegram ➤ WhatsApp ➤ Teams
- IoT
- IVR
- **Record number of new orders & projects highest achieved by CRM to date.**
- Initiated Agile Implementation across processes for better efficiency.
- Hyosung India onboarding + International orders secured.
- **10+ MMS projects** currently in development.
- Upcoming MMS AI enhancements and automation modules.
- Alison implementation underway with structured rollout planning.
- Special thanks to **Mr. Faiz Sir**, for guiding with clear ASM requirements.
- Kudos to **Mr. Ganesh and his team** for delivering exceptional performance.
- **AI & R&D division** executed solutions at remarkable speed with standout contributions from **Mr. Amos and Mr. Purushotaman**.

DIGITAL TEAM

- November was a standout month for the **Digital Team**, demonstrating strong **73.33% lead quality and cost efficiency**.



MEET

BIRTHDAY STARS OF THE MONTH



Divya Mira. R

CRM TEAM – PRODUCT MANAGER – 23RD NOV



Pradeep Kumar S

CRM TEAM – UI/UX DESIGNER – 28TH NOV



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