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CASE STUDY

# RAO CONSULTANTS

Ahmedabad, Gujarat, India

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# OUTLINE OF TOPICS

## WHAT WE'LL DISCUSS

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- About Company
- Project Overview
- Pain Points
- Solution
- Facts & Figures
- Result
- Project Timeline
- Solution Look Over
- Contact Us

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**THINK ABOUT IT:**

**Citta's system transformed our workflow! Faster visa approvals and seamless employee management—  
exactly what we needed!**

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# ABOUT RAO CONSULTANTS

Rao Consultants is a premier global education consultancy specializing in visa, immigration, and competitive exam coaching. With a strong international presence and a team of over 100 experienced professionals, the firm provides comprehensive solutions for students and professionals seeking opportunities abroad. From career counseling and university applications to visa approvals and test preparation, Rao Consultants is a trusted partner in turning global aspirations into reality. Their expert guidance ensures a seamless journey for individuals looking to study or work overseas.

# PROJECT



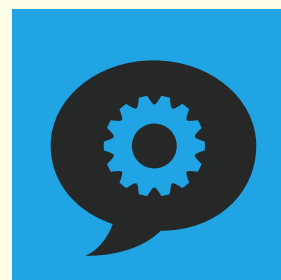
# OVERVIEW

Rao Consultants needed a centralized HRMS & CRM solution to streamline their employee management, client interactions, and visa processing workflows. With a growing team and increasing client base, manual processes led to delays in payroll, attendance tracking, and customer follow-ups. Citta developed a custom HRMS for efficient workforce management and a CRM to automate client communication, track visa applications, and manage leads seamlessly. This digital transformation improved operational efficiency, reduced errors, and enhanced customer experience, allowing Rao Consultants to focus on delivering top-tier global education and immigration services.

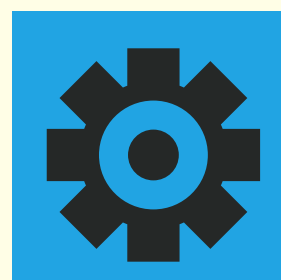
# PAIN POINTS FOR RAO CONSULTANTS



Manual payroll processing – Inefficient, error-prone salary calculations.



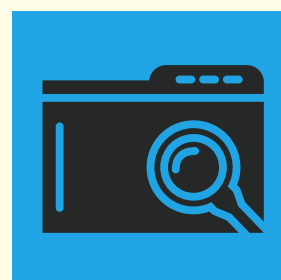
Scattered client data – Difficulty tracking visa applications and deadlines.



Missed follow-ups – No automated reminders for important tasks.



Lack of performance tracking – No structured employee evaluation system.



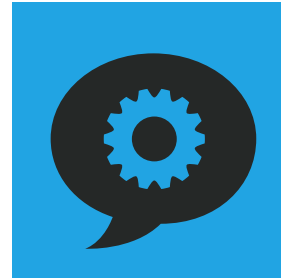
No centralized document management – Misplaced files and compliance risks.

# OUR SOLUTIONS

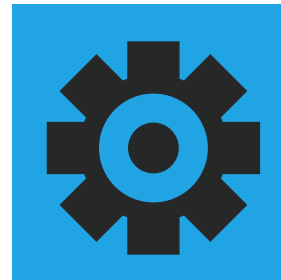
## FOR RAO CONSULTANTS



Automated payroll system – Accurate, timely salary processing.



Centralized CRM platform – Structured client and visa tracking.



Follow-up automation – Smart reminders for tasks and deadlines.



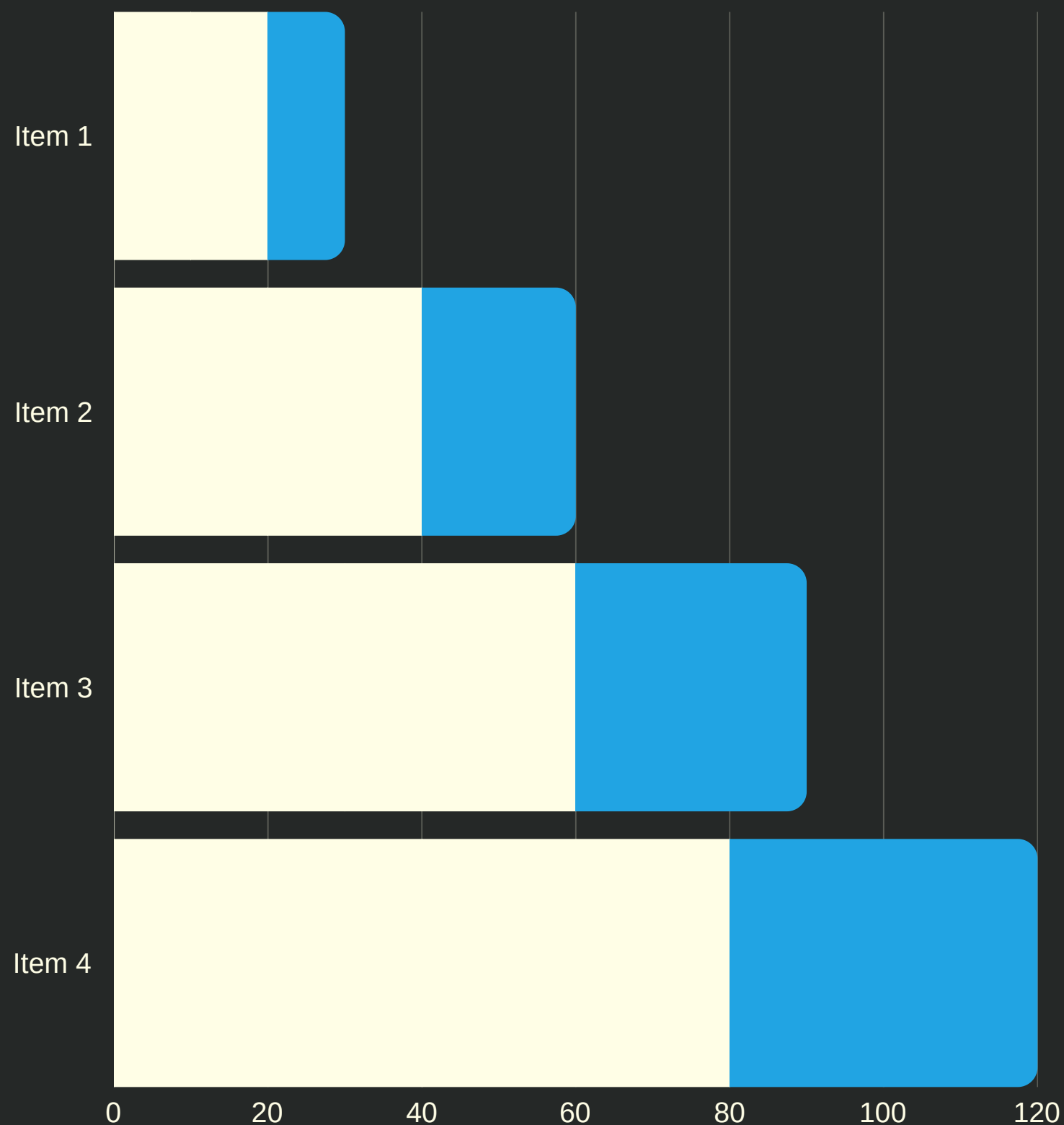
Performance evaluation module – Data-driven employee assessment.



Cloud-based document system – Secure, categorized storage for client records.

# FACTS & FIGURES

- **40%** faster visa processing with automated tracking.
- **30%** reduction in missed follow-ups via automated alerts.
- **50%** improved employee performance tracking with structured evaluations.
- **20%** increase in consultant productivity using CRM automation.





**BETTER  
OPERATIONAL  
EFFICIENCY.**

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**ENHANCED CLIENT  
EXPERIENCE.**

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# RAO CONSULTANTS TIMELINE

## A 6-MONTH JOURNEY



# Solution Look Over

HEAD OFFICE

01/04/2023 - 31/03/2024

12:29 PM

Neel Patel

**HRMS**

- Employee
- Work Force
- Job Title
- Designations
- Recruitment
- HR
- Performance Management
- Attendance Management
- Payroll
- Report
- Settings

**Work Force**

Search...

+ + + +

SR#	EMPLOYEE NAME	EMPLOYEE ID	DEPARTMENT	REPORT TO	JOINING DATE	CONTACT DETAILS	STATUS	ACTION
1	<b>Chakravarti Singh Chouhan</b> Creative Director	201253	Marketing		16 Mar 2023	+91 9023454671 chakravartisingh@vitafresh.com	<input checked="" type="checkbox"/>	
2	<b>Amit Kumar</b> Front-End Developer	202526	Technical Team		23 Dec 2022	+91 9978444308 amitkumar@vitafresh.com	<input checked="" type="checkbox"/>	
3	<b>Diya Bhatt</b> Brand Manager	205212	Marketing		16 Mar 2023	+91 9986547544 diyabhatt@vitafresh.com	<input type="checkbox"/>	
4	<b>Manisha Pandey</b> Finance Analyst	208545	Accounts		12 Aug 2022	+91 7541252369 manishapandey@vitafresh.com	<input checked="" type="checkbox"/>	
5	<b>Rajesh Prajapati</b> Supply Chain Manager	201009	Operations		1 Mar 2023	+91 9875478586 rajeshprajapati@vitafresh.com	<input checked="" type="checkbox"/>	
6	<b>Karan Patel</b> Sales Representative	202520	Sales		23 Dec 2022	+91 9978546362 karanpatelh@vitafresh.com	<input checked="" type="checkbox"/>	
7	<b>Bhoomi Trivedi</b> Quality Assurance Manager	205270	Quality Check		16 Jun 2023	+91 9978447854 bhoomitrivedi@vitafresh.com	<input type="checkbox"/>	
8	<b>Manisha Shah</b> Product Development Manager	208762	Production		5 Aug 2022	+91 7541252369 manishashah@vitafresh.com	<input checked="" type="checkbox"/>	
9	<b>Urvashi Dholakia</b> Finance Analyst	201015	Accounts		1 May 2023	+91 9235456985 urvanshidholakia@vitafresh.com	<input checked="" type="checkbox"/>	
10	<b>Jayesh Sharma</b> Human Resources Manager	202525	Human Resource Management		23 Feb 2022	+91 9978447546 jayeshsharma@vitafresh.com	<input checked="" type="checkbox"/>	

# Solution Look Over

HEAD OFFICE 01/04/2023 - 31/03/2024		12:30 PM <span>Neel Patel</span>																												
Attendance Summary HRMS • Attendance Management • Attendance • Attendance Summary																														
Attendance Sheet   Detail View		Department: Marketing							Select Month: January							Select Year: 2023							Present Absent Holiday Leave							
EMPLOYEE	MON 01	TUE 02	WED 03	THU 04	FRI 05	SAT 06	SUN 07	MON 08	TUE 09	WED 10	THU 11	FRI 12	SAT 13	SUN 14	MON 15	TUE 16	WED 17	THU 18	FRI 19	SAT 20	SUN 21	MON 22	TUE 23	WED 24	THU 25	FRI 26	SAT 27	SUN 28	MON 29	TUE 30
Chakravarti Singh Chouhan Creative Director	✓	★	📅	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	✗	✓	✓	-	-	✓	📅	📅	✓	✓	-	-	✓	✓
Kavindra Gasyal Front-End Developer	✓	★	✓	✓	✓	-	-	✗	✓	✓	✓	📅	-	-	📅	📅	✓	✓	✓	-	-	✓	✓	✓	✗	✓	-	-	✓	✓
Kavita Gariya Supply Chain Manager	📅	★	📅	✓	✗	-	-	✓	✓	✓	✗	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	📅	✓	📅	✓	-	-	✓	✓
Manisha Pandey Finance Analyst	✓	★	📅	✓	✓	-	-	✓	✓	✓	📅	📅	-	-	📅	📅	📅	📅	📅	-	-	✓	✓	✓	✓	✓	-	-	✓	✓
Karan Varma Sales Representative	✓	★	✓	✓	📅	-	-	✓	✓	✓	✓	✓	-	-	✓	✗	✓	📅	✓	-	-	✓	✓	✓	✓	📅	-	-	✗	✓
Smith Warner Product Development Manager	✓	★	📅	📅	📅	-	-	📅	✓	✓	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	📅	📅	✓	-	-	✓	✓
Jayesh Sharma Human Resources Manager	✓	★	✓	✓	✓	-	-	📅	✓	✓	✗	✓	-	-	✓	✓	📅	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✓
Maitri Dave Human Resources Manager	📅	★	✓	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	✗	✓	-	-	📅	📅	
Mansi Dave Quality Assurance Manager	✓	★	✓	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✓	📅	✓	✓	-	-	✓	✓	✓	✓	-	-	✓	✓	
Neel Patel Supply Chain Manager	✓	★	✗	✓	✓	-	-	✗	✓	✓	✓	✓	-	-	✓	✓	✓	✓	✓	-	-	✓	✗	✓	✓	-	-	✓	✓	

# Solution Look Over

HEAD OFFICE  
01/04/2023 - 31/03/2024

12:33 PM

**CRM**

- Presales Dashboard
- Sales Dashboard
- Management Dashboard
- Marketing
- Sales
  - Inquiry**
  - Bulk Data
  - Lead Manager
  - Lead Consultant
  - Groups
  - Opportunity
  - Tender Sample
  - Set Sales Target
  - Set Self Targets
  - Company List
  - Account Contacts
  - Bulk Assign
- Tickets

**Inquiry**

CRM • Inquiry

Search by Name, Email, Phone No.

+ ADD ▼

<input type="checkbox"/>	INQ. CODE	NAME	CONTACT NO.	LOCATION	INTRESTED SERVICES	INQUIRY SOURCE	INQUIRY CREATED	FOLLOW UP	ACTION
<input type="checkbox"/>	ADF5652	<b>Neel Patel</b> <small>neel@gmail.com</small>	+91 90234 54671	Ahmedabad	Work Permit <span style="background-color: #007bff; color: white; padding: 2px;">3+</span>	Social Media <small>FB CAMPAIGN AM23</small>	13 Mar 2023 11:45 AM	32	
	PRIORITY	SERVICE DIVISION		SERVICE CATEGORY	STATUS		PRODUCT MANAGER		ACTION
	1	<b>Work Permit</b> <small>USA</small>		Non Immigration	Transferred				
	2	<b>Job Seeker Visa</b> <small>Germany</small>		Immigration	In Progress				
	3	<b>Insuarance</b> <small>Germany</small>		Auxillary Services	Closed				
	4	<b>PTE</b> <small>Canada</small>		Coaching	In Progress				
<input type="checkbox"/>	ADF5653	<b>Vivek Mittal</b> <small>vivek@gmail.com</small>	+91 82234 54561	Surat	Job Seeker Visa <span style="background-color: #007bff; color: white; padding: 2px;">3+</span>	Bulk Email <small>NIRMA DATA</small>	16 Mar 2023 12:45 AM	12	
<input type="checkbox"/>	ADF5654	<b>Hardik Shah</b> <small>shahhardik@gmail.com</small>	+91 78945 45612	Gandhinagar	PTE <span style="background-color: #007bff; color: white; padding: 2px;">3+</span>	Newspaper <small>SANDESH AUG</small>	26 Mar 2023 02:45 AM	12	
<input type="checkbox"/>	ADF5662	<b>Neel Patel</b> <small>neel@gmail.com</small>	+91 90234 54671	Ahmedabad	Work Permit <span style="background-color: #007bff; color: white; padding: 2px;">3+</span>	Social Media <small>FB CAMPAIGN AM23</small>	13 Mar 2023 11:45 AM	32	
<input type="checkbox"/>	ADF5663	<b>Vivek Mittal</b> <small>vivek@gmail.com</small>	+91 82234 54561	Surat	Job Seeker Visa <span style="background-color: #007bff; color: white; padding: 2px;">3+</span>	Bulk Email <small>NIRMA DATA</small>	16 Mar 2023 12:45 AM	12	
<input type="checkbox"/>	ADF5664	<b>Hardik Shah</b> <small>shahhardik@gmail.com</small>	+91 78945 45612	Gandhinagar	PTE <span style="background-color: #007bff; color: white; padding: 2px;">3+</span>	Newspaper <small>SANDESH AUG</small>	26 Mar 2023 02:45 AM	12	

# Solution Look Over

My Desk

Infrastructure

HRMS

Finance

HR Old

Operations

Subscription

Inventory

New Inventory

CRM

Dashboard

Procurement

HEAD OFFICE

01/04/2023 - 31/03/2024

**Inquiry**

CRM • Inquiry

INQ. CODE	NAME	CONTACT NO.	LOCATION	INTRESTED SERVICE
ADF5652	Neel Patel neel@gmail.com	+91 90234 54671	Ahmedabad	Work Permit 3+

PRIORITY	SERVICE DIVISION	SERVICE CATEGORY
1	Work Permit USA	Non Immigration
2	Job Seeker Visa Germany	Immigration
3	Insurance Germany	Auxillary Services
4	PTE Canada	Coaching

ADF5653	Vivek Mittal vivek@gmail.com	+91 82234 54561	Surat	Job Seeker Visa
ADF5654	Hardik Shah shahhardik@gmail.com	+91 78945 45612	Gandhinagar	PTE 3+
ADF5662	Neel Patel neel@gmail.com	+91 90234 54671	Ahmedabad	Work Permit 3+
ADF5663	Vivek Mittal vivek@gmail.com	+91 82234 54561	Surat	Job Seeker Visa
ADF5664	Hardik Shah	+91 78945 45612	Gandhinagar	PTE 3+

**Monika Bhadoriya**

Nikol, Ahmedabad, Gujarat

Email Add. Monika@gmail.com	Mobile No. 7896541230	Source Category Social Media	Source Sub Category FB Campaign AM23
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Forms   AI-Companion   Family Details

**Non Immigration**

Work Permit

**Work Permit Process**

USA

**About Product**

The Work Permit Process product simplifies and manages the application process for work permits. It tracks applicants' information, automates document submission, and provides real-time status updates, helping organizations or consultancies ensure efficient, compliant, and timely permit approvals.

**Suggested Products**

+ PTE
+ Job Seeker Visa
+ Insurance
+ Work Permit

**Process Timeline**

04 months

**Pricing**


₹3600 - ₹5000


**Documents**

**Work Permit Sales Pitch**

↗


# Solution Look Over


CRM



**HEAD OFFICE**  
01/04/2023 - 31/03/2024

12:36 PM

Neel Patel 

**CRM**

- Presales Dashboard
- Marketing
- Sales
  - Inquiry
  - Lead Manager
  - Lead Consultant
  - Groups
  - Set Sales Target
- Report
- Setting

**Web Inquiry**

CRM • Add Web Inquiry • Add Web Inquiry

**Basic Details**

First Name \*

Last Name \*

Mobile Number \*

Area \*

Source \*

[Show Advance Details](#)

**Service Details**

Service Category

Service Division

Country

+ Add

	PRIORITY	SERVICE CATEGORY	SERVICE DIVISION	COUNTRY	ACTION
	1	Coaching	Work Permit	India	<div style="display: flex; justify-content: center; gap: 5px;"> <span style="font-size: 1.2em;">👁</span> <span style="font-size: 1.2em;">🗑</span> </div>

Submit
Cancel

# CONTACT US

FOR QUESTIONS, COMMENTS,  
AND MORE INFO

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## ADDRESS

#911, Times Square  
Arcade, Opp. Rambaug, Nr.  
Ravija Plaza, Thaltej-Shilaj  
Road, Thaltej. Ahmedabad-  
380059.

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+91 79 4107 6111  
+91 79 4899 1546  
+91 81 4029 7820

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## EMAIL

[business@cittasolutions.com](mailto:business@cittasolutions.com)

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[www.cittasolutions.com](http://www.cittasolutions.com)