

CAPITAL INSIGHT

CRM SYSTEM & EMPLOYEE COMPLIANCE POLICY

1. Purpose of CRM System

The CRM system of **Capital Insight** is strictly for official business use. It is designed for:

- Managing client data
- Recording communication history
- Tracking leads, sales & conversions
- Managing follow-ups
- Internal reporting & performance monitoring

Any personal use or misuse of CRM is strictly prohibited.

2. Data Tagging Validity Rules

To maintain work discipline and reporting accuracy, all tags must follow validity rules:

Tag	Meaning	Validity
CBWOP	Callback Without Presentation	Same Day Only
CBWP	Callback With Presentation	Within 2 Days
LD	Live Demo	Within 2 Days
FULD	Follow-up Live Demo	Within 2 Days
PTP	Promise to Pay	Within 4 Days
PC	Paid Customer	Verification within 4 Days

- ⚠ Tags must be updated within the validity period.
 - ⚠ Wrong tagging, status manipulation, or intentional delay will be treated as misconduct.
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3. Working Hours & Attendance

Office Timing

9:00 AM to 6:00 PM

Reporting Time

9:10 AM (CRM login time will be considered official attendance)

Late Policy

- Login after 9:10 AM = Late
- 3 Late marks in a month = 1 Half Day
- Login after 11:00 AM = Half Day

Half Day Rule

Minimum 5 working hours required to qualify as Half Day.

Break Time

Total allowed break per day: 1 Hour 10 Minutes.

Important

Continuous inactivity during office hours (including Work From Home) will be treated as non-compliance.

4. Leave Policy

- Planned leave must be informed at least 1 week in advance.
 - Leave approval from Reporting Manager is mandatory.
 - Emergency leave must be informed before shift start time.
 - Medical or family emergency leave requires valid documentation.
 - Uninformed leave = Leave Without Pay (LWP).
 - Without prior information, 1 leave may result in 2 days salary deduction.
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4.1 Sandwich Leave Policy

1. Definition

The Sandwich Leave Policy applies when an employee takes leave on working days that fall immediately before and/or after a weekly off, public holiday, or declared company holiday.

2. Policy Rule

If an employee applies for leave on both sides of a weekly off or holiday, the intervening weekly off/holiday will also be counted as leave.

Example:

If leave is taken on Friday and Monday, and Saturday/Sunday are weekly offs, then all four days will be counted as leave.

5. CRM Usage Rules

- Login credentials must not be shared under any circumstances.
- Client data must be entered accurately and completely.
- No deletion, editing, or modification without management approval.
- All data inside CRM is strictly confidential.

Any misuse, unauthorized sharing, or manipulation of CRM data will result in strict disciplinary action.

6. Stock Trading Restriction During Office Hours

To maintain professional work discipline:

- No stock trading during office hours.
- No operation of personal demat accounts during shift time.
- No stock-related activities on mobile phones during office hours.
- No market discussions for personal trading during shift hours.

Violation may lead to immediate termination without notice.

7. Zero Tolerance Policy (ZTP)

The following actions will lead to immediate termination:

- Data fraud
- CRM manipulation
- Taking client payment in personal account
- Financial misconduct
- Sharing confidential company data

The company reserves the right to:

- Initiate legal proceedings
 - Claim minimum ₹5,00,000 penalty
 - File criminal complaint under applicable laws
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8. Monitoring & Compliance

- CRM activity is monitored regularly.
 - Performance and attendance are tracked through system logs.
 - Non-compliance may result in:
 - Warning
 - Salary Deduction
 - Suspension
 - Termination
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9. Declaration

I confirm that I have read and understood the policies of **Capital Insight**.

I agree to follow all rules related to CRM usage, attendance, leave policy, confidentiality, and stock trading restrictions.

Employee Name: _____

Signature: _____

Date: _____