



WAY
of
LIFE



Culture Book

First Edition



Our culture book defines our way of life and the purpose of our existence as a company and ‘ **how we do, what we do** ’. Each and everyone of us truly believe and practice our core values, which has built the culture that makes us successful.

As a part of our team, this little guide will be a part of you, as much as it's a part of us. Wherever you may go, you may carry these values with pride, and build on those as you go along.

Love it. Live it. Share it.



our

Mission

Our mission is to bring digital transformation to businesses, fulfilment to their customers, and joy to hSenidians and their families for architecting the future through innovation.



Co-creating the future

We listen, collaborate and architect solutions with our customers, partners, teams and other stakeholders to build the future together.

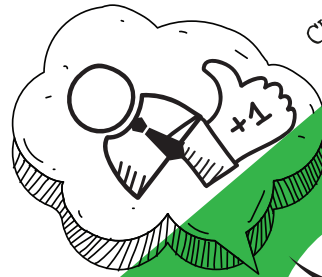
our Values



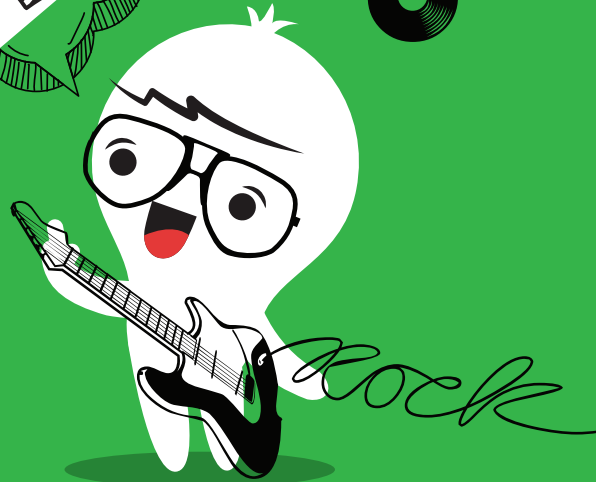
You're just about to find out how we do things here at hSenid Mobile, how our core values will make you an expert in making awesome decisions and getting things done, in-line with our overall goals. So by the end of the book, you will get to know how to be an awesome "hSenidian", in a way that your colleagues would look up to you, love you and respect you. We use the best of our judgement and common sense to interpret the values listed here. All of us at hSenid Mobile, crafted this set of values that we hold dear.

So here we go...

We are
Customer
Oriented



CUSTOMER ORIENTED
ROCK STAR



Today, we are here because of our customers. Every time our customer wins, it's a victory for us as well. So, we align individual and team objectives to enable the success of our customers. If something goes wrong, we make sure to put our heart and soul into making it right, because our ultimate goal is to provide an exemplary customer experience and have happy customers.

How can I be a 'Customer Oriented Rock Star'?

- I give customer the **highest priority**
- I have **empathy** for the customer; I would get into the customer's shoes and think
- I work towards building long term customer **relationships and loyalty**, than looking for short-term gains
- I use all my skills and capabilities to ensure that the **customer wins**

We are
Passionate



“Love what you do and do what you love” is a mantra that we live by at hSenid Mobile. We take pride in every line of carefully thought-through code that we write, every design we do, the timely support we provide to our customers, and making good on our deadlines. Bottom line, always do work that you love and can be proud of.

How can I be a ‘Passion Panda’?

- I am **energetic and seek opportunities** to contribute in the mission of co-creating the future
- I am passionate about **learning and using technology** to change businesses and lives in a positive way
- I enjoy **taking and joining initiatives** in bringing positive changes to hSenid Mobile
- I take pride in **representing hSenid Mobile**

We
Learn and
Grow



We love learning and sharing the cool things we do! Here at hSenid Mobile, we nurture an awesome environment for people to learn and grow. You learnt something new? Cool! Share it with everyone. Be the teacher, be the student.

How can I be a 'Learning Ninja'?

- I will embrace the learning and knowledge based culture at hSenid Mobile and will commit to **lifelong learning and personal growth**
- I create an **environment to learn and share knowledge** at hSenid Mobile
- I will use my learnings and **continue to innovate**. Thereby add more value to customers and hSenid Mobile
- I **embrace change**
- I will actively **seek and seize growth** opportunities and challenges to push my boundaries

We
Deliver
Excellence



We love “WOW”ing our customers! We build our products to perfection hence our customers just love the work we do. We work together in crafting everything to the highest quality and pride ourselves in the work we do.

How can I be a ‘Wizard of Excellence’?

- I produce **high quality outputs** in all what I do with minimum supervision
- I **get it right the first time**, while following the defined process
- I would **go that extra mile** even beyond my role to deliver excellence
- I’m ready to provide the **best solution** and fulfil customer expectation to the highest level

We are
Accountable



Each one of us takes ownership and accountability to the work we are entrusted with. We extend this courtesy to our team members and colleagues. Everyone is given creative freedom over what they do and each one of us makes sure that our work resonates with our values.

How can I be ‘Captain Accountable’?

- I take responsibility to **get things done**
- I am **accountable for my decisions**, work, my team and our customers
- I choose to **behave** in a reliable, responsible way and I take ownership of my actions and behavior
- I conduct myself in a highly **professional** manner, despite work pressure, personal circumstances or actions of my colleagues and team.

We are
Humble



“Even if I walk with the kings I would not lose my common touch.” - If, by Rudyard Kipling

We are humble in everything we do. Yes! we do super cool stuff. Yes! we build some awesome products. But we also have humility in our hearts and are always open for ideas and criticism thrown our way.

“The more I grow, the more I learn, I’m still who I’m and I will not lose my head.”

How can I be a ‘Humble Bee’?

- I **respect** my colleagues and my customers at all times.
- I genuinely **admit and apologize** for the mistakes I have made
- When I’m successful and shine, I acknowledge the **people who helped me** to achieve this
- I work in harmony and inspire others to bring out their best to create a **friendly and energetic work environment**

We work with
Integrity



KNIGHT OF INTEGRITY



What we say and what we do, is and will be, a reflection of all of us here at hSenid Mobile. We make sure to keep up with the commitments we make.

How can I be a 'Knight of Integrity'?

- I do **what I say**
- I do **what I write** both physically and digitally
- I am **honest**
- I **respect time** and keep up to the time commitments I make
- I am straightforward and **open in my communication**. I ensure my communication nurtures trust among individuals, teams and the organization as a whole
- I **live by** the values of hSenid Mobile defined in the **culture book**



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Cheers!





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