



atcrews

COMPANY PORTFOLIO

ATCREWS TECHNOLOGIES

GROWTH. TECHNOLOGY. TRANSFORMATION.

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www.atcrews.com

WHO WE ARE

ATcrews Technologies is a growth and transformation consultancy for businesses ready to scale with intention. We partner with ambitious organizations across industries, combining the analytical rigor of a consultancy with the creativity of an agency and the accountability of a growth partner. Our measure of success is simple: yours.

OUR ETHOS: THE TRUE SUMMIT

A mountain peak is a definitive destination, not a theoretical concept. That same principle shapes our ethos. We go beyond strategic roadmaps and presentation decks. We partner directly in execution, working alongside you until your business reaches sustainable growth.



OUR SERVICES

Integrated capabilities across strategy, marketing, technology and execution

01 GROWTH CONSULTING & BUSINESS ADVISORY

- Business growth audit
- Revenue growth strategy
- Market expansion strategy
- Go-to-market planning
- Sales process consulting
- Customer journey mapping
- Performance improvement
- Quarterly growth reviews
- Fractional growth advisory

02 MARKETING & BRAND SOLUTIONS

- Performance marketing
- Brand strategy and positioning
- Social media management
- Content strategy and creation
- SEO and local SEO
- Lead generation campaigns
- Reputation management
- Creative strategy
- Marketing calendar planning

03 PERSONAL BRANDING SOLUTIONS

- Personal brand strategy
- LinkedIn and Instagram growth
- Thought leadership content
- Video content and scripts
- Podcast positioning
- PR opportunities
- Founder story development
- Content repurposing

Ideal for founders, doctors, CXOs, entrepreneurs, coaches and industry experts

04 TECHNOLOGY & DIGITAL SOLUTIONS

- Website development
- Custom web and mobile apps
- CRM and ERP solutions
- Workflow automation
- Lead and WhatsApp automation
- Email automation and AI chatbots
- AI process optimization
- Integrations and APIs

05 SALES ENABLEMENT & REVENUE OPERATIONS

- Sales process design
- Sales funnel development
- CRM setup and implementation
- Lead management framework
- Pipeline optimization
- Sales team training
- Sales dashboards
- Conversion improvement
- Revenue forecasting

06 CREATIVE PRODUCTION SERVICES

- Corporate videos and brand films
- Ad film production
- Product shoots
- Reel production
- Founder videos and photography
- Motion graphics
- Explainer videos

07 PUBLIC RELATIONS & REPUTATION MANAGEMENT

- Media outreach
- Press releases
- Publication placements
- Founder PR
- Thought leadership features
- Online reputation management
- Crisis communication
- Industry award nominations

08 TRANSFORMATION OFFICE

- Strategy to execution
- Project management
- Vendor and resource management
- Performance tracking
- Executive reporting
- Business transformation
- Digital transformation
- Ongoing growth support

WHAT PROBLEMS WE SOLVE AND HOW

01

UNCLEAR GROWTH DIRECTION

Business assessment, market analysis and opportunity mapping establish strategic priorities, growth objectives and an actionable roadmap.

02

WEAK COMPETITIVE POSITIONING

Market, customer and competitor analysis clarifies the business proposition, priority segments and competitive advantage to strengthen the organisation's market position.

03

LIMITED REVENUE GROWTH & MARKET EXPANSION

Growth opportunity assessment identifies new markets, customer segments, channels and partnerships, supported by a practical go-to-market and revenue roadmap.

04

LOW CONVERSION & COMMERCIAL PERFORMANCE

Commercial analysis reviews pricing, pipeline, sales processes and customer experience to remove revenue leakage and improve conversion across the business.

SUSTAINABLE GROWTH

05 TECHNOLOGY & GROWTH GAPS

Business and technology assessments identify gaps in systems, data, automation and integrations. Scalable solutions then support stronger operations and sustained growth.

06 INEFFICIENT BUSINESS PROCESSES

Process audits identify operational bottlenecks. Workflows are then redesigned, documented and streamlined through automation and structured systems.

07 SCALING WITHOUT STRUCTURE

Operating frameworks, process architecture, technology systems, reporting mechanisms and execution structures support sustainable scale.

08 PARTNERSHIPS & COLLABORATION

Ecosystem mapping and capability alignment identify partnership opportunities, supported by structured collaboration models built around shared growth.



The matrix maps the breadth of industries served against the consulting and service capabilities available across the ATCREWS practice.

FACTS & FIGURES



50+

Team Members

200+

Projects Delivered

50+

Clients Served

22

Industries

₹652 Cr+

Revenue Influenced

25,000+

Leads Generated

50+

Digital Products
Delivered

30+

Brands Built /
Repositioned

80%

Client Retention

INTEGRATED CONSULTING CAPABILITIES

CAPABILITY REPORT

STRATEGY & ADVISORY

Proven methodology
Cross-industry expertise
Global delivery

GROWTH & OPERATIONS

Integrated growth systems
Technology-enabled execution
Performance-led operations

INNOVATION & RISK

Growth & transformation advisory
Digital & AI enablement models
Automation & intelligent systems

01

BRAND POSITIONING & STRATEGY

Building market relevance, demand and influence through a connected brand and growth strategy.

Market Positioning

Define the position. Clarify the value. Differentiate the brand.

Market, audience and competitor intelligence translated into positioning, value propositions and messaging frameworks that create strategic clarity.

Demand Generation

Turn visibility into qualified demand.

Websites, digital presence, performance marketing and conversion-led campaigns designed to attract the right audience and create measurable opportunities.

Social Proof & Influence

Build credibility where decisions are made.

Influencer, creator, UGC and content-led strategies designed to strengthen trust, relevance and audience influence.

02

AI & API-ENABLED OPTIMISATION

Intelligent systems that connect data, automate decisions and improve customer and operational workflows.

AI Agents & Intelligent Lead Qualification

Automate conversations, qualification and next-best actions.

AI agents assess enquiries, interpret customer intent, qualify opportunities and trigger relevant actions across customer-facing channels and internal systems.

API-Driven Journey Orchestration

Connect every interaction across the customer lifecycle.

Integrated API architecture connects WhatsApp, CRM platforms, websites and business applications to automate lead routing, follow-ups, service workflows and customer communication.

Enterprise Knowledge Intelligence

Convert organisational knowledge into real-time decision support.

Secure AI assistants provide context-aware access to SOPs, policies, product information and operational data, helping teams find information and make decisions faster.

03

REVENUE OPERATIONS (RevOps)

One connected revenue engine across marketing, sales and retention, with full pipeline visibility.

CRM Implementation

Build the system around the revenue process.

CRM architecture, configuration and adoption designed around the organisation's sales cycle, customer journey, reporting requirements and operating model.

Revenue Workflow Architecture

Connect every revenue touchpoint.

Design and integration of lead routing, follow-ups, sales stages, handoffs, task triggers and customer journeys to reduce leakage across the revenue funnel.

Revenue Intelligence & Forecasting

Turn pipeline data into commercial decisions.

Unified visibility across pipeline health, conversion rates, sales performance, customer movement and revenue trends to support forecasting and informed decisions.

04

TRANSFORMATION OFFICE

Business operating systems that create accountability, visibility and cross-functional alignment at the leadership level.

Executive Performance Reviews

Create a disciplined operating rhythm.

Structured leadership reviews with defined KPIs, dashboards, action trackers and performance cadences to keep priorities visible and execution aligned.

Cross-Functional Accountability

Turn strategic priorities into organisational ownership.

OKR frameworks, responsibility matrices and inter-department operating structures that establish clear ownership and strengthen execution.

Performance Intelligence

Give leadership one view of performance.

Custom management dashboards bringing together key indicators across revenue, marketing, sales, operations and business performance.

WHY COMPANIES CHOOSE ATCREWS

TRADITIONAL AGENCY

- ✗ Focus on deliverables
- ✗ Works in silos
- ✗ Short-term mindset
- ✗ Activity driven
- ✗ Vendor mindset
- ✗ Limited impact

ATCREWS GROWTH PARTNER

- ✓ Focus on outcomes
- ✓ Integrated ecosystem
- ✓ Long-term partnership
- ✓ Strategy-led execution
- ✓ Own the results
- ✓ Measurable impact

OUR TEAM

Experienced. Passionate. Purpose-driven.

50+

Experts

10+

Domains

One

Shared Purpose

Limitless

Impact

We are a team of explorers, builders and creators committed to helping businesses reach their summit.



Let's build what comes next: more resilient businesses, stronger ecosystems and a brighter tomorrow.



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