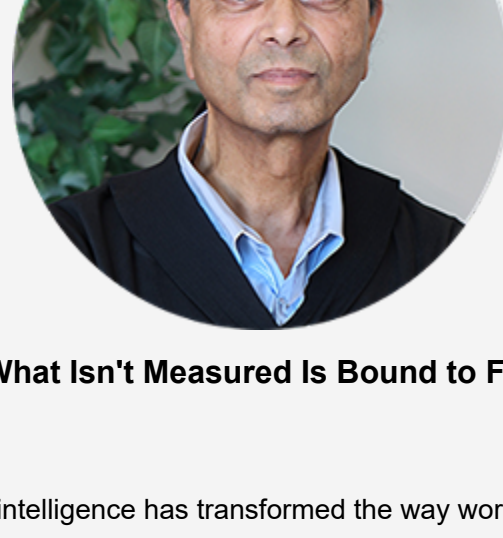




FOUNDER'S CORNER



What Isn't Measured Is Bound to Fail

Hi Team,

We know how artificial intelligence has transformed the way work gets done over the past few years. Tasks that once took days/weeks can now be completed in hours/days. We assume that research, content creation, coding, reporting, analysis, and many other activities have accelerated dramatically with the effective use of AI.

But there is an important reality we must all understand: *AI creates value only when it improves productivity, quality, or outcomes for our clients. Productivity from AI use should continue to improve as we become more adept at it. However, we will not know whether we are improving unless we regularly measure productivity and client value creation.*

Imagine a sales team that never tracks revenue. A marketing team that never tracks leads. A healthcare practice that never tracks patient outcomes. Failure would be almost inevitable because there would be no way to determine what is working and what is not.

The same principle applies to productivity.

If a task previously took four hours and now takes one hour with AI assistance, that is meaningful information. If a team member can produce twice the output at the same quality level, that is progress worth understanding and replicating. If AI helps us serve more clients, respond faster, reduce errors, or improve results, we need to know it.

That is why, as a company, we will begin placing greater emphasis on measuring productivity improvements resulting from AI and other process enhancements, because if we do not measure something, we cannot know whether it is working. We cannot improve what we do not understand. We cannot scale what we cannot prove. And we cannot make intelligent decisions based on assumptions.

Measurement is not about surveillance. It is not about creating pressure. It is about creating clarity.

The purpose of measurement is to answer important questions for each department as well as associates:

- Are we creating more value for clients for the fee they pay us?
- Are we becoming more efficient in completing marketing and development tasks?
- Are we delivering better work when we create content, do branding strategy, and code?
- Are we reducing repetitive tasks through automation?
- Are we using our time wisely by not reinventing the wheel that someone has already figured out?

Organizations that measure performance improve. Organizations that rely on opinions and assumptions eventually fall behind.

As AI continues to evolve, companies that systematically measure productivity gains will build a significant competitive advantage. Those that simply "use AI" without understanding its impact will struggle to realize its potential.

To help us achieve this, every department manager will be asked to identify 3 to 5 key productivity metrics that best reflect their team's work. These metrics should be simple, measurable, and tied directly to business outcomes. Managers will track and report these metrics monthly so we can identify what is improving, what is not, and where additional opportunities exist. We should use OpenVio to manage department productivity improvements, as well as improvements for every associate.

For example:

Content & SEO Teams

- Number of articles, pages, or optimization projects completed
- Average production time per deliverable
- Organic traffic, rankings, and lead generation improvements
- Percentage of work requiring significant revisions

PPC & Advertising Teams

- Campaigns launched and optimized
- Time required to create campaigns
- Cost per lead and conversion improvements
- Optimization actions completed per account

Web Development & Design Teams

- Project completion timelines
- Number of client requests completed
- Reduction in development and troubleshooting time
- Website conversion improvements

Account Management & Client Services

- Client response times
- Accounts successfully managed per team member
- Client retention and satisfaction

Administrative time reduced through automation

These are examples only. Each department should determine the metrics that best reflect its contribution to the company and its clients. Most importantly, we are not measuring activity. We are measuring results.

Being busy is not the same as being productive. Answering emails all day is not productivity. Attending meetings is not productivity. Productivity means creating more value, achieving better outcomes, and delivering higher-quality work with the same or fewer resources.

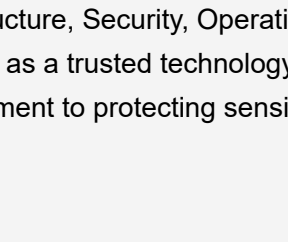
Our goal is not to work harder but to work smarter, deliver greater value, and continuously improve.

The companies that will thrive in the AI era will not be those with the most AI tools. They will be those that best understand how those tools improve performance and create value for their clients. We will not know whether we are creating value unless we measure it, because at the end of the day, what gets measured gets improved. And what is never measured is often left to assumptions, and assumptions are a poor substitute for facts.

Let's focus on facts, improvement, accountability, and continuous learning. Please send me your plans for measuring productivity and effectiveness, which we will add to our monthly/quarterly reporting.

Ajay Prasad

FEATURED ASSOCIATES

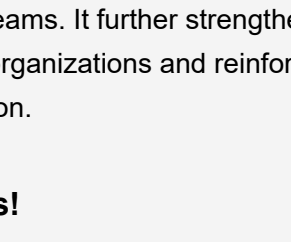


Poonam

Hi, I'm Poonam! I'm a detail-oriented professional who enjoys working with databases, organizing information, conducting research, and ensuring every detail is accurate.

Outside of work, you'll often find me watching detective series, trekking, exploring spiritual destinations, or spending quality time with family and friends. I'm always eager to learn new things and take on new challenges.

Hi, I'm Chanchal! Originally from Naianda, Bihar - the Land of Knowledge. I started my career as a Software Developer after completing my C-DAC certification in Mumbai. I joined the RepuGen Web Team in 2017 and enjoy building scalable applications, solving technical challenges, and learning new technologies.



Chanchal Kumar

Outside of work, I like reading newspapers, playing cricket, learning Indian languages, and traveling to explore new cultures.

HR SPEAKS

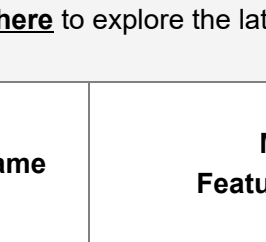
Repugen Achieves HIPAA Compliance

We are proud to announce that Repugen has successfully achieved HIPAA Compliance, marking another important milestone in our commitment to security, privacy, and excellence in healthcare technology.

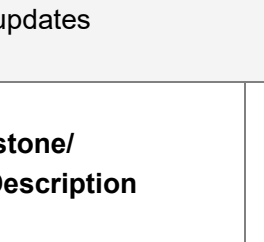
This achievement reflects the dedication and collaborative efforts of our Development, Infrastructure, Security, Operations, and Management teams. It further strengthens our position as a trusted technology partner for healthcare organizations and reinforces our commitment to protecting sensitive healthcare information.

Welcome, New Hires!

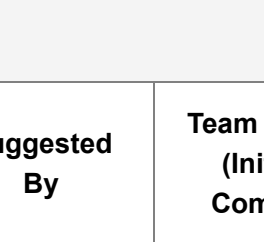
Please join us in warmly welcoming Nikhil Kumar, Aadarsh Kumar & Moumita Sinha to the Marketing team.



Nikhil Kumar



Aadarsh Kumar



Moumita Sinha

Internal Tool Updates

[Click here](#) to explore the latest updates

Tool Name	Milestone/ Feature Description	Suggested By	Team Members (Initiated / Completed)
AI Chatbot - Chat Encryption	In this update, we have added a chat encryption feature to enhance the security of chatbot conversations. Once enabled, all chat messages are encrypted before being stored in the database. This helps protect sensitive user information by ensuring that messages are not saved in plain readable text. Even if database access is compromised, encrypted messages remain protected without the proper decryption process. This update adds an extra layer of data security, improves privacy, and helps build greater trust in the AI chatbot system.	Ajay Prasad	Sonam Raj and Abid Hussain
AI Chatbot - Multiple Emails	In this update, we have added support for creating multiple accounts using the same email address by introducing a unique username field. This allows users to use one email ID across different accounts while keeping each account separately identifiable through its username. This is especially helpful for users working across multiple white-label accounts, as they can receive notifications from all accounts in the same email inbox. It reduces the need to manage multiple email addresses and makes account handling more convenient and organized.	Amit Ranjan and Rahul Anand	Sonam Raj and Abid Hussain
AI Chatbot - Live Agent in Conversation	In this update, we have improved the live agent support experience by allowing users to request a live agent directly within the chat conversation. Instead of clicking a separate button to contact a live agent, users can now simply type their request during the conversation. This makes the chatbot experience more natural, faster, and easier to use. It reduces extra steps for the user and helps them connect with human support whenever they need additional assistance.	Vipul Kumar	Sonam Raj and Abid Hussain

Work Anniversaries Celebrated!

VISHAL ANURAG
SHISHIR KUMAR
SHIVJEE PRASAD
SUMIT KUMAR (Dev Team)
KUMARI KIRTI BALA
SONAM RAJ
SAURAV KUMAR (SEO Team)
SHUBHAM SHARMA

Happy Birthday

MAHESH KUMAR
BANAVATH KRISHNA
NIKHIL KUMAR SINGH

Projects Signed up in June 2026

GMRW	HDMS	Stratosphere	RepuGen
Wild Women Medical	Dr Vidita Powle	Denman & Associates Insurance	Reproductive Genetic Innovations, LLC
Pauline's Senior Solutions	-	-	-
Mainline Dermatology	-	-	-
Boston Specialists	-	-	-