



Ideal Customer Profile (ICP)

Who We Serve

Reejig is purpose-built for enterprise organizations that are actively navigating the transition to AI-powered operating models. These companies are:

Under pressure to **reduce operational costs** while preserving performance and people

Tasked with **scaling AI adoption responsibly** across workforces and workflows

Seeking to **make work visible** at the task level to unlock automation, reinvention, and workforce redeployment

Target Industries

We focus on industries where workforce inefficiencies and AI-readiness drive material impact on revenue, productivity, and competitive advantage:

Technology	High-pressure AI race; need for intelligent work allocation at scale
Financial Services	Cost containment + AI automation mandates; risk and compliance complexity
Retail & Consumer Goods	Margin compression + high workforce turnover; AI augmentation of frontline
Pharmaceuticals & Life Sciences	Digital transformation across R&D, sales, and ops; talent redeployment
Manufacturing	AI in production + workforce reinvention across skilled/unskilled labor
Telecommunications	Network automation + operational streamlining; service delivery innovation

Company Size

We target mid-to-large enterprises, typically with:

- **Employees:** 1,000 – 100,000+
- **Transformation Complexity:** High (multiple business units, fragmented systems, legacy org design)

These organizations feel the economic and operational pain of inefficiency and have the scale to benefit meaningfully from workforce reinvention.

Strategic Priorities of Our Buyers

Our customers are actively investing in:

- AI adoption & automation
- Digital transformation that extends beyond systems to people and processes
- Org redesign & task-level visibility
- Workforce optimization & reskilling

They are seeking cost reduction, agility, and resilience—not just efficiency.

Reejig typically lands with executive leaders responsible for transformation, efficiency, AI deployment, or workforce strategy. Key buyers include:

Chief Transformation Officer	Enterprise reinvention, cost optimization, AI scale
Chief AI Officer / Head of AI	Responsible AI deployment across the org
Chief Operating Officer (COO)	Operational excellence, workforce performance
Chief Information Officer (CIO)	Tech stack evolution, system orchestration
Chief Financial Officer (CFO)	Cost containment, ROI from AI and transformation
Chief People Officer (CPO)	Workforce planning, transformation, and reskilling

We also engage with SVP/VPs of Workforce Strategy, Org Design, AI, and Digital Transformation.

Lead Boldly. Transform Responsibly.
This is Zero Wasted Potential.