PeopleStrong

HOW ADITYA BIRLA CAPITALS UNIFIED AND STREAMLINED THEIR WORKFORCE OF 20,000+

ADITYA BIRLA CAPITAL AT A GLANCE

Aditya Birla Capital (erstwhile ABFSG) is the umbrella brand for all the financial service businesses of the Aditya Birla Group. With a **workforce of over 20,000**, spread across **1,600+ points of presence**, it is one of the largest and most preferred players in the BFSI sector of India. Almost **60-70%** of Aditya Birla Capital's workforce is widely distributed across 1,600+ points of presence branches all over India.

20,000+
workforce

1,600+
points of presence
in India

60 - 70 %
of the workforce
distributed across India

THE URGENT NEED OF A UNIFIED SYSTEM

Given the size and nature of ABC's workforce, their primary need was to ensure a consistent and unified experience for all the users. Considering the scale at which the group operated, the different sets of users – the employees, business users and administrators – did not have a seamless experience.

LACK OF UNIFORMITY IN HR EXPERIENCE

While the employees at the corporate offices had a relatively better experience, the "on-the-go" workforce faced a very different story.

DIFFICULTIES ADAPTING TO CHANGING TIMES

Since the entire delivery was based on legacy systems, there was a visible need to upgrade the systems to achieve the experience level of a new-age workforce.
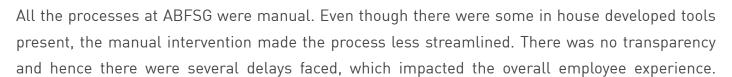
DIRECT IMPACT ON PRODUCTIVITY

There was a visible impact on business productivity as well. The data scattered in different silos, absence of a centralized module across business units forced manual intervention, which directly impacted the productivity.

> "The absence of a unified system across business units placed an unnecessary pressure on to the system as manual intervention was needed to manage the broken links,"
>
> ~ **Subhro Bhaduri**, Chief Human Resources Officer, Aditya Birla Capital.

All the processes at ABFSG were manual. Even though there were some in house developed tools present, the manual intervention made the process less streamlined. There was no transparency and hence there were several delays faced, which impacted the overall employee experience.

DIFFERENT SHADES OF PAIN-POINTS IN THE SYSTEM

A CASE IN POINT

206 backdated cases were there for which employee ID was not generated

Appointment letter not generated because of **Salary Annexure not available**

Delay in BGV initiation because **Documents not collected before DOJ**

EMPLOYEE LIFE CYCLE

No visibility of how many **confirmations pending** at group level from earlier

EXIT

1000+ Full and Final closures pending per earlier services partner

708 cases left midway

100 cases for NDC/approval pending

- Onboarding is highly effective for employees. Research shows having a structured onboarding process means employees are **58%** more likely to stay with a company for three years or more.

- **94%** of recruiters and hiring professionals say they are using recruitment software, which has positively impacted their hiring process.

- Over **98%** of **fortune 500** companies use a recruitment and HR management software.

*Source: https://www.atlasstaffing.net/blog/5-employee-onboarding-technology-solutions
https://www.capterra.com/recruiting-software/impact-of-recruiting-software-on-businesses
https://www.jobscan.co/blog/fortune-500-use-applicant-tracking-systems/

PERFECT MATCH TO THE PUZZLE

PeopleStrong's mobile-first technology aims to address various HRM pain points. Almost all employee transactions can be managed through mobile. Uniform employee experience is maintained, irrespective of their location. A unified repository of employee data allows leaders to make an informed decision.

PeopleStrong's product suite comprises of "born-on-cloud" technology products which are designed for the employees. This was the perfect match for Aditya Birla Capital's missing piece of the puzzle. The suite covers everything the client requires:

- Recruitment to Retirals
- Hiring and Onboarding of employees
- Time and Time off management
- Payroll and Reimbursements
- Performance, Employee Development and Learning
- Separation

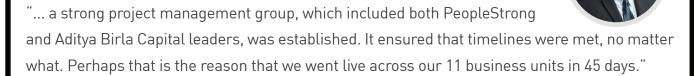## TACKLING THE PROBLEM WITH A TACTIC

PeopleStrong team worked on the mantra of "Ease, Speed & Experience" to roll out a solution plan that addressed all the major human resource challenges that the company was facing. Introduction of PeopleStrong's mobile app, which empowered employees to manage their worklife without depending on anyone, not only ensured ease of use but also helped in bringing transparency in processes. It became easy to track and measure the activities impacting the overall experience of the employees. While a more manual solution might have addressed the issues faced every day, the digital intervention improved the impact of the initiative by more than 60%.

PeopleStrong's goal is to facilitate a unified, simple and accessible means of communication between a company and its entire workforce to promote optimal productivity and growth. To achieve this, we employ a suite of advanced technology that can manage all employer-employee interactions with nothing but access to a smartphone and the internet. Our platform is built around themes that:

- Allow Seamless Collaboration: Cutting out noise and miscommunication between employees and keep conversations contextual
- Make Mobile First: Striving to keep things fast paced and always on the fingertips
- Be Data Ready: Organized and categorized maintenance of employee data for easy access and analysis

With this approach in mind, PeopleStrong compiled its product suite to satisfy the requirements Aditya Birla Capital had put forth like:

- Seamless onboarding and incorporation
- A centralized platform for communication
- A no-clutter SMAC (Social, Mobile, Analytics and Cloud) friendly interface
- An easily scalable structure to allow implementation at micro and macro scale usage

"... a strong project management group, which included both PeopleStrong and Aditya Birla Capital leaders, was established. It ensured that timelines were met, no matter what. Perhaps that is the reason that we went live across our 11 business units in 45 days."

~ **Subhro Bhaduri**, Chief Human Resources Officer, Aditya Birla Capital.

AN IMPACTFUL DELIVERY: RESULTS

A conclusive study of the functioning of ABC's HR Management post the deployment of PeopleStrong's software revealed that the following sectors of HRM were positively and visibly impacted -

ONLINE ONBOARDING

Candidates can upload all documents online before the date of joining and hence 100% background verification is initiated before the date of joining. Online documentation has made it easy to keep a track of documents and send them to the background verification partner in time. As a result, Employee IDs are now getting generated on day one for 100% of the new joiners.

EMPLOYEE LIFE CYCLE

Complete confirmation & transfer processes are online. The triggers and reminders help in completing the confirmation and transfer within timelines. Also, both bonafide and module-specific letters get generated online and employees can view them anytime and anywhere through ESS.

ONLINE EXIT

Candidates can track the status of their resignation and Full & Final settlements online. This transparency ensures that the respective stakeholders get their no-dues clearances in time and the full and final approval gets processed within the SLA. Today, 100% of full & final approvals are being processed within 30 days of the no-dues clearance.

EMPLOYEE EXPERIENCE

Through the use of employee self-service module technology, Employees can generate bona fide letters on their own, which improved the employee experience.

WE'RE WRITING
THE NEW CODE OF WORK!

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✳ PeopleStrong

Know More