

culturemonkey



udaan

How Udaan used CultureMonkey's people analytics to amplify engagement & reduce attrition



AT A GLANCE

Udaan : India's largest business-to-business e-commerce platform



Industry

Technology, Information & Internet



Employees

3800+



India

Headquarters



Participate
Rate

+15.2% ↑



Engagement
Rate

82%



Unique data
points collected

53,155



HRMS

darwinbox



eNPS

30.4



Employee
Retention

+88.16% ↑



Channels

Slack, Email, SMS & WhatsApp

ABOUT

Transforming India's trade ecosystem with powerful and scalable technology

Udaan headquartered in Bengaluru, was established in 2016 with a vision to transform the way trade is done in India by leveraging technology.

Udaan operates across lifestyle, electronics, home & kitchen, staples, fruits and vegetables, FMCG, pharma, toys and general merchandise. Through its seamless process, Udaan enables businesses to market and sell their products across the country at low cost with 100% payment security and complete transparency.

Udaan being India's largest business-to-business e-commerce platform has reached to 15 million manufacturers, 25+ million retailers, 10+ million institutional businesses that account for over 60 million small businesses in India.



Industry

Technology, Information and Internet



Company size

3800+



Headquarters

India

CHALLENGE

Inefficient analytics impairing employee engagement and business growth

At the heart of the need to change was Udaan's belief in investing in its people's future.

Before deploying CultureMonkey, Udaan was using unstructured Ad-hoc surveys to gauge employee sentiments which made employee engagement complex and scattered for them. Due to the lack of a structured employee engagement tool, Udaan faced two primary challenges:

1. Leadership had multiple obstacles to quantify the levels of employee engagement across different stages of the employee journey.
2. Lack of accurate real-time data and comprehensive insights to create strategic initiatives.

“

“We knew we'd need a state-of-the-art platform that could automate processes, generate real-time data and give powerful insights to our HR so that they could move beyond the traditional work”

Head of HR

”

The room for technology helped them achieve their full potential and create people-first cultures.

In early 2021, Udaan started looking at alternative options to

Improve their employee experience

Drive efficiencies for the HR team

Build stronger employee connections

Enhance employee retention

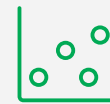
SOLUTION

A robust, insights-driven strategy that supports high-performance teams

With CultureMonkey onboarded in 3 months, the employee engagement platform seamlessly integrated with Udaan's HRMS tool - Darwinbox to upscale employee experiences by using their most recent employee data.

To help Udaan comprehend data at granular levels, CultureMonkey customized their integrations and added custom fields like "demography" and enabled "multi level filtering" in heatmaps which strategically made their data examinations powerful.

The extensive focus on pulse surveys focused on respect and commitment to Udaan identified how satisfied employees were, if they feel respected and recognized and how well they get along with their senior leadership.



53,155

Unique Data Points Collected



+15.2% ↑

Participation Rate

Channels



WhatsApp



SMS



Slack

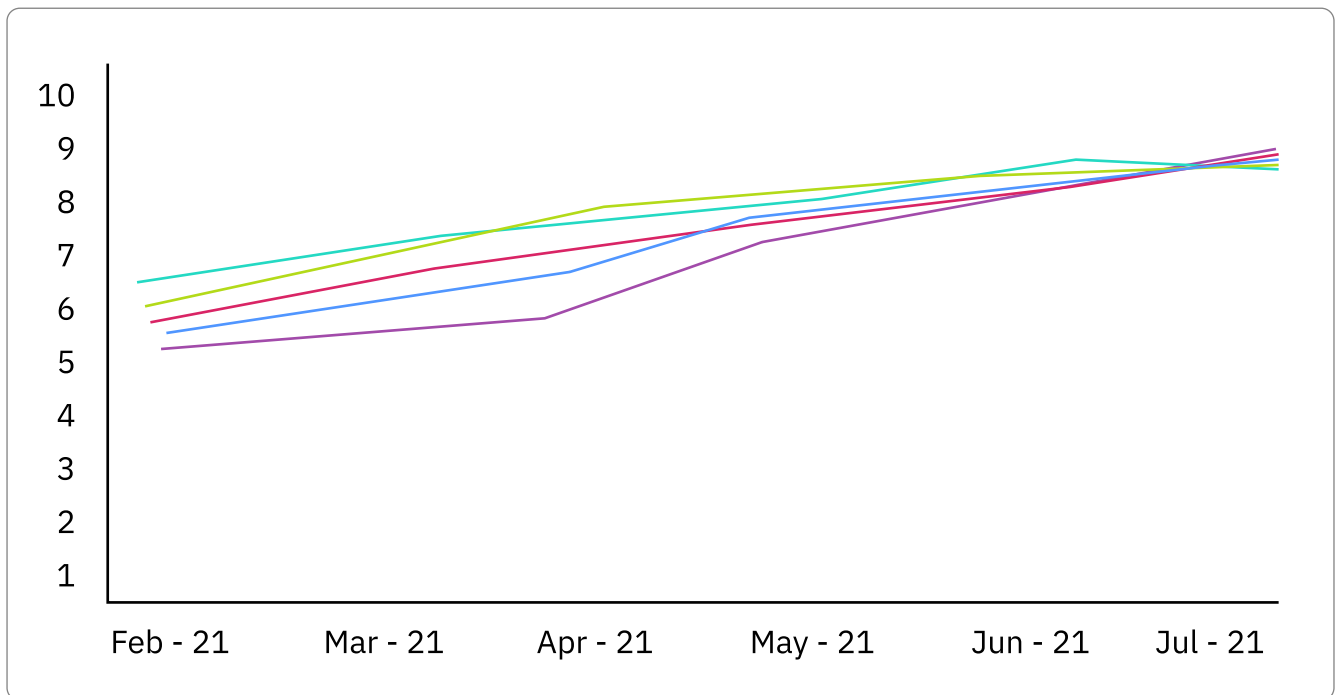


Email

SOLUTION

A robust, insights-driven strategy that supports high-performance teams

The survey results showcased multiple spikes across different variables, the top 5 engagement drivers being:



■ Respect ■ Commitment to Udaan ■ Management ■ Autonomy ■ Leadership

Currently, the C-suite is closely involved with the engagement strategy and supports the launch of every survey transparently via Slack, Email, SMS and WhatsApp, while HR focusses on sending out participation reminders to employees and nudges to managers via manager dashboards to take rapid actions.

“

I can't stress enough how easy the tool is to use.

- HRBP, Udaan

”

IMPACT

A highly engaged workforce with impactful change

Supercharging employee engagement approach is Udaan's root level culture.

Since its first engagement pulse survey, Udaan has seen a high engagement score of 82% and eNPS of 30.4. A crucial part of its success has been the ability to empower managers through proper industry benchmarking and goal setting prompted with AI-recommended actions.

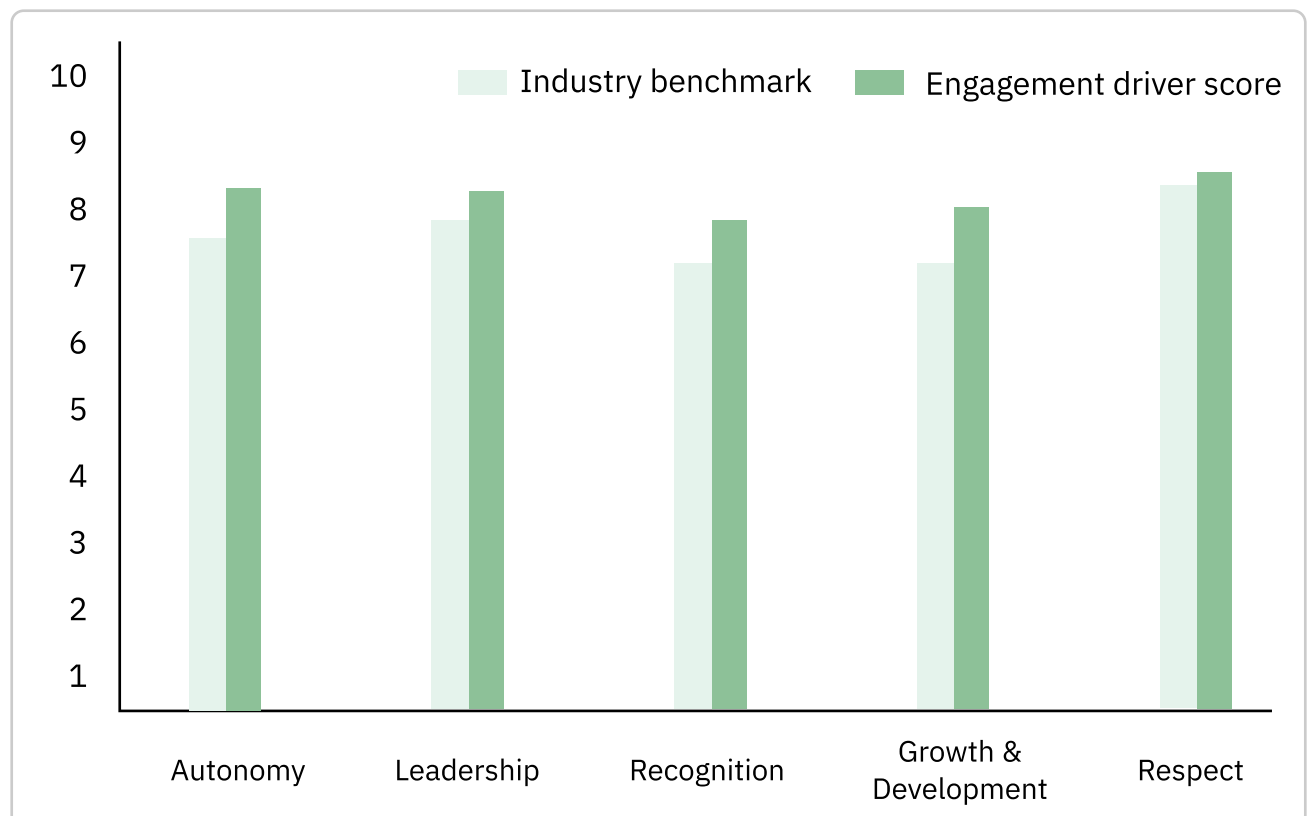
Targeted theme surveys month on month resulted in high participation rate and overall scores as compared to industry benchmarks.

82%

Engagement Score

30.4

eNPS Score



IMPACT

A highly engaged workforce with impactful change

“Our employees are happier and satisfied seeing that we are listening and making an effort to fill in the gaps and promote what our employees need and enjoy. People make the connection that their voice is heard, and it’s no longer just a tick box activity for us.”

Ever since Udaan launched its employee engagement surveys, scores for Management, Recognition and Work-Life Balance have increased to 83%, 77% and 75% respectively in repeat engagement surveys. They also witnessed a sharp decrease in staff attrition by 88.16% over a period of 4 months with consecutive pulse surveys.

+88.16%↑

Employee Retention

Driver Scores

83%

Management

77%

Recognition

75%

Work-Life
Balance



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Leverage the power of AI-driven employee engagement platform with CultureMonkey

Speak to an expert today, for a better future of leaders!

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