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Aditya Birla Capital uses mobile app to hire employees, boost their productivity

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NEW DELHI

Aditya Birla Capital, an umbrella brand for all the financial services units of the Aditya Birla Group, was finding it difficult to provide a consistent and unified experience to 60-70% of the company's over 20,000 strong workforce spread across 1,600-odd locations. Right from resolving employee queries to dealing with critical interactions such as on-boarding (includes hiring and induction) them and new employees, managing their payments and inter-communication skills, the company relied on legacy systems that had not kept pace with changing times.

It was beginning to impact business productivity too.

"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," said Subhro Bhaduri, chief human resources officer, Aditya Birla Capital.

The company tapped PeopleStrong, a Guru-gram-based HR technology and talent acquisition solutions company, which has companies such as Chola Finance, Chola MS, Catholic Syrian Bank, Aviva Insurance as its clients.

PeopleStrong deployed a mobile app that could take care of every employee transaction within seconds. It had a



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secure instant messenger that allowed employees to connect with their colleagues. There was also a virtual assistant or Chatbot available at all hours.

"In addition to this, 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," adds Bhaduri.

According to Aditya Birla Capital, the project improved HR productivity by over 40%, new employees satisfaction increased to over 94%, real time response rate improved by 20% and employees had a 65% better experience while interacting with HR. People-

Strong's solution takes care of hiring, onboarding, time and time-off management, payroll, performance, learning, reimbursements and separation.

Prakash Rao, founding member and chief experience officer of PeopleStrong, said, "In a fast-paced and agile industry like BFSI, mobility is a key element in providing a unified experience to the workforce. When even the most-remotely stationed employees of these organisations get anytime anywhere access to manage their work life transactions—they feel empowered."

Rakesh Singh, chief executive officer of Aditya Birla Finance, added, "With a unified experience on mobile, we have changed the way people experience work at ABC (Aditya Birla Capital) and we are excited about the changes we will bring in as we move ahead in the journey."

Talent solutions firm PeopleStrong has launched an app that takes care of employee transaction within seconds