How Keka helped GrabOn conduct goal management with 80% ease.

About GrabOn

Founded in 2013 as a coupons and deals platform, GrabOn has grown exponentially to become one of India's top players in the coupons and deals industry. The company provides services across 450+ cities. Providing the average online shopper with amazing deals and discounts from over 3000 brands and online stores, GrabOn has helped India save big on shopping.

Industry
Internet Industry

Head Office
Hyderabad

Number of Employees
200

Backstory

The company's HR team understands that the only way GrabOn can stay ahead of competition is by focusing on developing their employees, and align individual as well as team goals to business goals. After months of searching for the right solution to be able to achieve this, the company's leadership turned to Keka for their performance management and payroll solution.

The ability to create an engaged workforce and develop employees continues to be a classic challenge for most of the HR fraternity. As a startup, the biggest problem GrabOn was facing was streamlining the individual processes and aligning them to the business goals. Being the market leader in the coupons and deals category, the leadership realized that it is absolutely essential for all teams to have their goals aligned to their business priorities. GrabOn was looking for a long term solution that could provide the team leads and managers with a 360-degree view and in-depth insight into each and every team's and employee's performance and progress.

Choosing Keka

We had been hearing rave reviews about Keka's dashboard and solutions from our peers and partners. This piqued our interest in knowing more about the solution. We tried it out on several test runs and the great experience convinced us to choose it." Says Ashok Reddy, CEO, GrabOn.

Journey with Keka

"Keka has resolved on of the biggest problems plaguing us for a long time. It has made tracking individual and team performance very easy. The employees are better aligned with the overall business goals. As a result, we have seen an increase in the productivity of the floor as a whole," says Ashok.

He further adds, **"Keka is helping us effectively track individual as well as team goals. We are able to easily quantify their performance and address core issues in a much more informed way. We have been able to track goals with 80% ease than before."**

The best part about working with Keka as per GrabOn team is the timely follow up and expert guidance that the team provides. An understanding customer support team that resolves issues promptly is something we wanted from this solution. The chatbot feature comes in handy making communication easier and smoother.

Data Matrix

Goals tracking improved	85%	Ease of goal tracking increased	80%
Productivity boost	90%	Increase in timely completion of project	83.5%

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Time saved in a review cycle	**60hrs**
Time saved by HR team in a week	**12hrs**

A multifaceted solution

“Keka HR acts as a multifaceted solution provider especially when it comes to talent management. The platform along with its effectively built ecosystem has helped our organization address multiple problem statements”, says Team GrabOn.

Keka’s dashboard and solution has helped GrabOn’s HR department save precious man hours which they are putting into other areas that need attention. They are now able to concentrate on activities such as talent acquisition and employee engagement.

In a flat hierarchy like GrabOn, all the teams on the floor are cross-functional in nature and highly collaborative. As such the teams are heavily reliant on each other’s support at times having shared goals and KPIs. It is essential to track the goals accordingly. Manual effort can be cumbersome and counterintuitive. This is where KEKA HR comes in. Having an automated platform has improved goal tracking by 85% with a 90% boost in productivity and an 83.5% increase in the timely completion of projects. With increased transparency, accountability and ease of tracking, achieving goals has become a piece of cake. We’ve started to form bigger goals, which we thought were unachievable in the past.

A quick look

The team at GrabOn feels that for companies, startups in particular, that are facing similar challenges like them, KEKA HR is an amazing solution. KEKA provides a one-platform solution for all HR needs, the likes of goal, tracking, performance reviews, attendance tracking, leave applications and approvals and much more. This, in turn, simplifies numerous processes thus positively affecting the business.

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I would say Keka is a must-have. It has helped take care of all our mundane data entry work, so that the HR team can focus on other important aspects of HR, like employee engagement, etc

- HR Manager, GrabOn