Adoption of a Heavy-Duty HRMS for Ajmera Tyres

About Ajmera

Ajmera Tyres Pvt. Ltd. (ATPL) has been an established brand in Tyre Products (Tyres, Tubes, Alloys, etc.) and allied Services (Fitting, Balancing, Alignment, etc.) in Nagpur since 1968. Since then, they have grown from 9 to 100+ people team and are the biggest Tyre retailer in Nagpur, also making it to the top 5 retailers in India. Known for quality services, they are committed to their customers.

Industry
Retail

Head Office
Nagpur, Maharashtra

Number of Employees
200+

Backstory

There was no specific HRMS tool to begin within the organization. Every process was managed manually or used Excel sheets for some complex procedures. But the lack of automation made every little process prone to errors, and it took more than expected time. Just a single change required modifications and recalculations at so many places. A vulnerable sphere of work for the HR team was manual attendance capture and validation. Other areas like expense and payroll calculations were most prone to errors, recalculations, adjusting miscalculated amounts in the next-month salary slip, etc. Every minor change incurred due to manual intrusion created a loop of never-ending calculations.

In need of a new mould for HR system

Employee experience was at the deathbed; queues outside the HR cabin were the evidence. The process was itself asking for a change. And when change is being talked about – Automation is the Saviour!

Ajmera Tyres kick-started their journey towards automation. Hailing from the manufacturing industry, automation itself was a nightmare to them. Most of the workforce was blue-collar and making them habituated with a modern tool seemed a tough job. To make that task easy, the HR team was looking for a product that could solve their problem and would be loved by their employees. They evaluated many solutions in the market but alas! Then they thought of taking opinions from businesses in their industry, in one such industry conclave they heard about Keka. As Keka entered the picture, the HR process was about to change once and for all!

Their evaluation process drilled down each product that seemed most energetic, but then Keka was the only product that could sustain their detailed analysis. Features like effortless biometric-sync and real-time attendance data sync to the cloud were some of the best solutions to their most complicated problem, which aided their decision-making process.

"The product adoption was smooth. The entire team right from sales till support was so supportive."

Emergence of Automation Journey

The biggest menace of attendance management was tackled so swiftly by Keka. During the solutioning phase, Ajmera got the liberty to direct more attention towards other pain areas, which needed automation. Keka portal, being an intuitive portal, became the only one-stop destination for any employee-related information.

"Three and half years back. There were many issues faced because of manual processes. After Keka, there was a sudden increase in the success ratio. Discipline issues were solved with the workforce."

Keka team was supportive throughout the onboarding and implementation journey. The policy set-up, creation of job portals in the hiring portal, and well-planned training optimized the complete process with a seamless experience.

Modernised Attendance Tracking

Attendance was marked using the biometric devices located at entry and exit points. The real-time synchronization of these data over the portal made it so easy for the managers and employees to track the attendance patterns of the employees. Even this accuracy of attendance capture diffused a more profound sense of self-accountability among the employees, resulting in more punctual staff. Whereas no manual interventions were required for attendance, just that the attendance regularization requests from the employee's end were supposed to be approved.

"Everything can be managed from the portal itself. Employee portal - where employee can do everything on their own. Helpdesk – is a communication channel where employee can raise their issues and it can be solved in less time with defined SOP, whereas in mails, it usually gets lost. But in the helpdesk, all these can be solved. Keka is one stop solution for us."

Organizational Impacts

% Increase in productivity	**32%**
Data accuracy attained	**100%**
% Increase in ease of access of data to HR team	**80%**
Increase in ease of capturing attendance	**95%**
Time saved in payroll processing	**30hrs**
Time saved in employee grievance management	**8hrs**

Prime Payroll Processor

Compensation calculation and distribution is quite a complex process, and when done manually, the complexity level exponentially increases based on probabilities of occurrence of errors into the calculation. In addition, calculations depend on attendance, leaves, deductions, incentives, promotions, exits, and many more factors. But when automation comes into the picture, the complete process gets concise into a single screen, from wherein by following a guided six-step process completes your payroll run within a few hours, with an add-on option of a final payroll preview. That has helped Ajmera tremendously reduce the considerable time from their HR process.

> Previously, there were many issues because of manual processes. Keka solved them, and there was a sudden increase in the success ratio.
>
> **- Mithilesh Lohi**
> HR Manager, Ajmera Tyres