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Streamlining People, Processes and Tech for a 300% Rise in Employee Count



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Taazaa – Think New, Not Canned

Taazaa is a custom software development company that helps organizations to design, build, and operate great software products. True to their name, which means ‘fresh’, the people at Taazaa are known for “thinking new, not canned.” The organization is always looking to create fresh experiences around developing and unleashing great software.

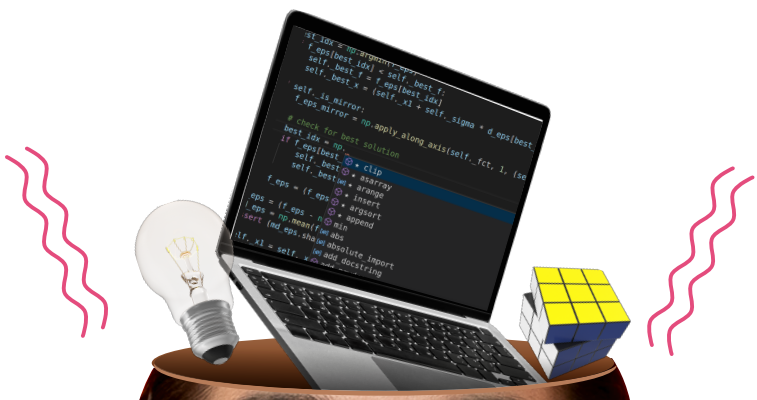
A Smart Decision as the Wheel of Growth Starts Spinning

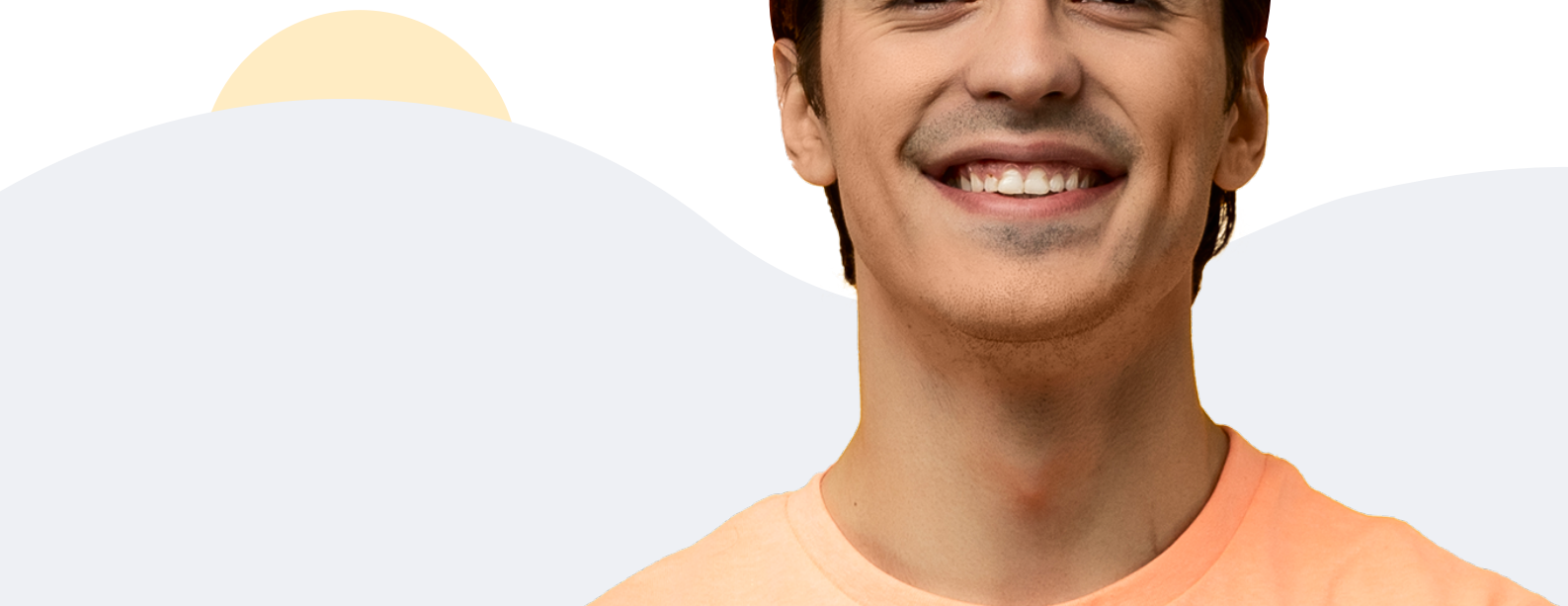
Taazaa embarked on a mission to develop future-focused software that are easy to use and extremely accessible. Its unique work culture and approach attracted brilliant minds and the team kept on growing, achieving several goals on the way.

2017 was a significant year for the company as it unlocked portals to exponential growth. The speed at which it expanded was staggering. As the headcount increased, handling HR operations became more and more challenging.

Industry - IT

Employees - 280





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Prayag Sharma joined the dynamic HR team at Taazaa when the headcount was 67 people and there were clear indications of the rapid growth to come.

Unlike the conventional approach of deploying a full-fledged HRMS with all the modules, the HR team and the company leadership took the smart decision to deploy an HRMS, module by module, as their workforce increased and the requirements scaled.

Immediate Problems at Hand

Among the immediate HR challenges faced by Taazaa were:

- Handling HR operations of a rapidly growing workforce
- Dependability on outdated and non-centralized HR solutions
- Manual processes for leave and attendance management
- Non-automated and time-consuming payroll processes

The HR team zeroed in on Keka as their HR platform to overcome the above challenges.



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A Product Adoption Journey Perfectly Aligned with Organizational Growth

Core HR

2017

Adopted Keka's Core HR Module – Team was not having a one stop solution for their HR needs.

Onboarding

2019

Onboarding Module – With growth at its best, Keka's Onboarding module helped the team deliver a stellar employee experience.

PMS

2022

Performance Management System (In Progress)

API

Complete API integration with supporting platforms such as Amber and Ekincare (health benefits)



Keka helped us reduce a lot of manual effort, I single handedly manage HR Ops for 250+ Employees and the platform helped a lot.

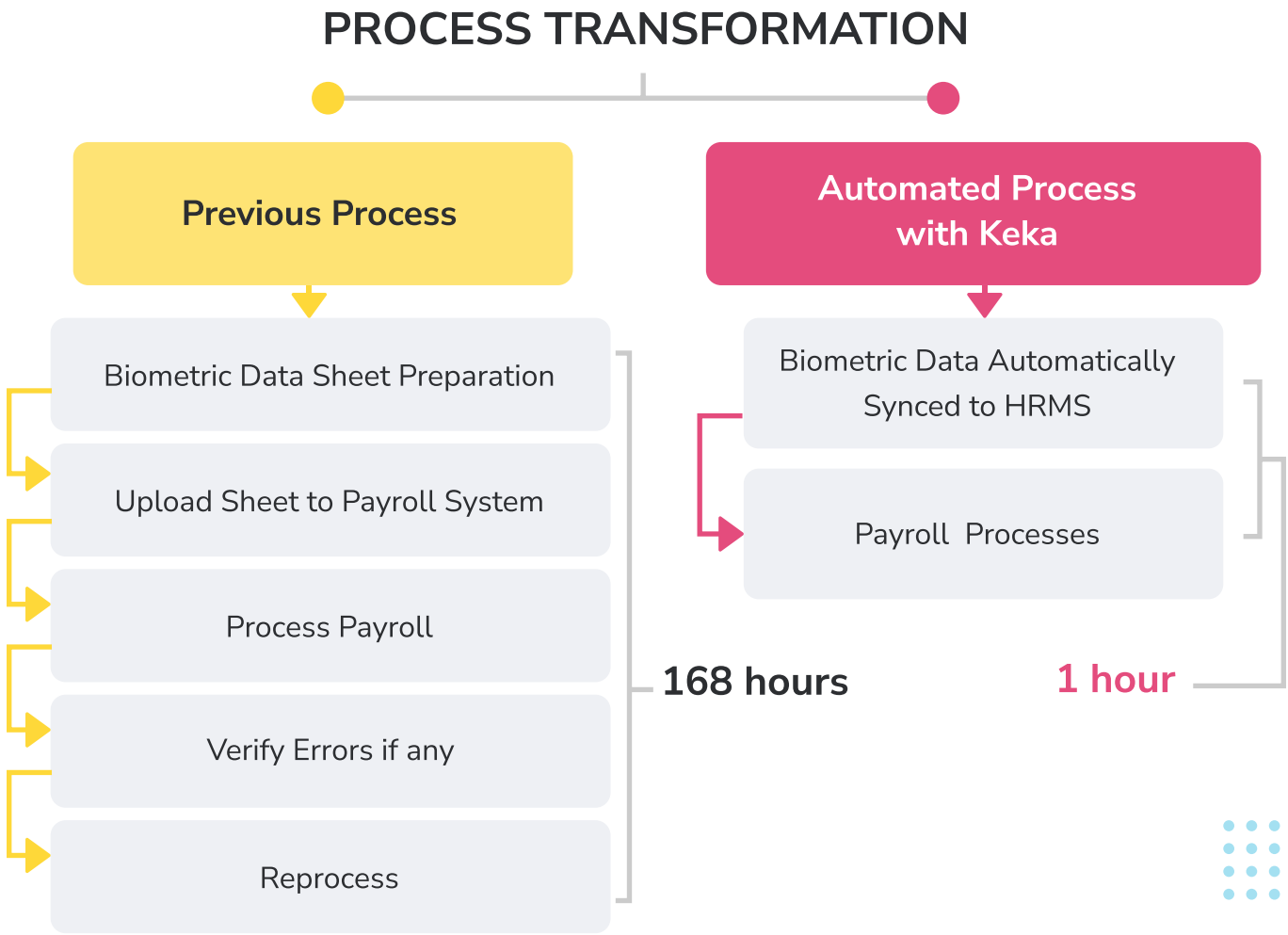
- Prayag Sharma
Asst. Manager - Employee Relations

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Facing the Payroll Challenge Head On

No more month-end payroll mayhem
With a growing headcount, payroll had been a major challenge for Taazaa and the HR team. Non automated processes meant that the HR team had a tough time handling the payroll at the end of each month.

Tackling this challenge head on, Keka introduced a fully automated processes that cut down the time required from 168 hours to 1 hour!



The adoption of Keka's payroll module was a stellar success. Post adoption, Prayag and his HR team were no longer wasting time in mundane activities such as:
Correcting payroll errors, Updating leave data, and Following up with employees

Thanks to Keka, the month-ends were no longer a nightmare.

Prayag and his HR team were now prepared to make the shift to strategic HR management. They began to plan and refine other processes and started preparing for the possible challenges and scenarios that could crop up alongside the company's growth.

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Steering Through a 300% Rise in Headcount

By 2020, Taazaa was growing at a rapid pace and each department wanted to increase the pace of hiring. The talent team was facing mammoth numbers, not to say the high expectations of speed that they had to match. All of this was impacting employee experience. Remote work certainly did not make things easier for the team.

Weeding out and automating other mundane tasks

There were a lot of manual and mundane efforts in onboarding employees. With Keka's Onboarding module, the HR team was able to set up workflows related to different departments and assign owners for each task. This helped in the reduction of follow-ups and ensuring employee experience didn't take a hit.



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How the HR Team Successfully Redefined the Pre-Boarding and Onboarding Processes

The HR team at Taazaa was able to redefine the entire pre-boarding and onboarding processes with game changing initiatives. Some of them included:

1. Collecting all basic documents directly on the portal with automated reminders
2. Alerting all stakeholders 5 days before employee joining
3. Creating custom onboarding workflows for each department
4. Defining hyper-personalized tasks based on the department and seniority of employees
5. Having in place a comprehensive 90-day plan for employees, with regular 1:1 meetings



Dept and Seniority Specific Onboarding Workflows

The trump card in crafting a stellar employee experience

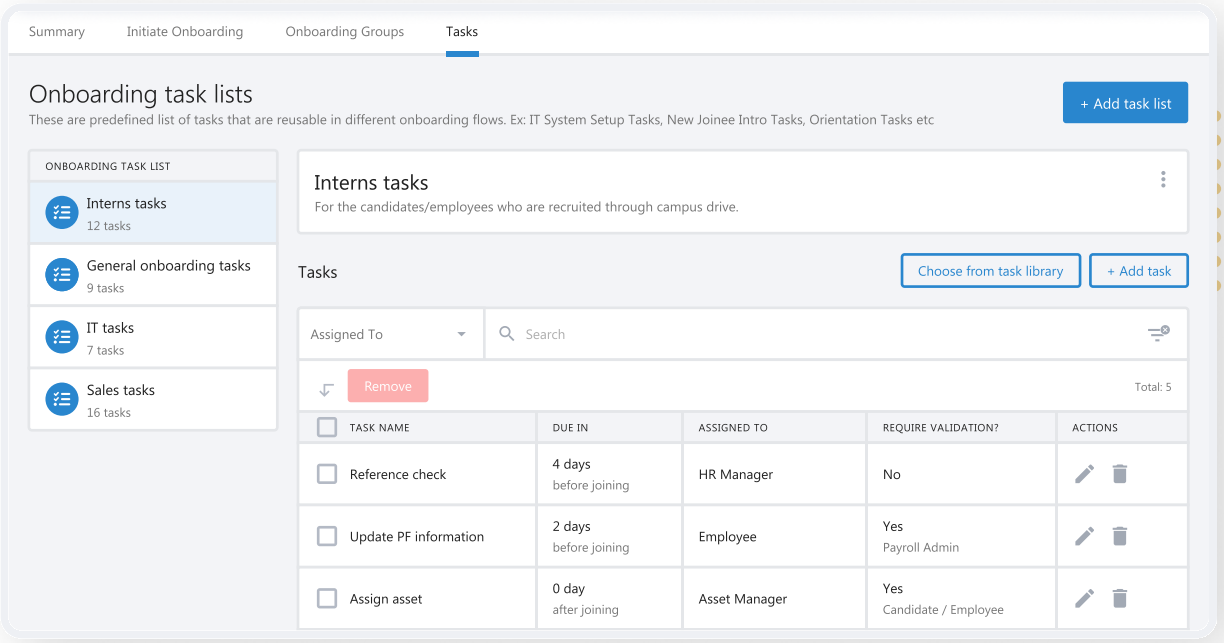
It's a fact that the majority of the tasks and activities remain same for new joiners. However, when it comes to work, the requirements could differ to a great extent.

For instance, a sales team member needs a separate set of software access, like assets (Mobile + Laptop) CRM access, LinkedIn Sales Navigator access etc., all of which is needed to start working immediately. However, a senior member in sales would also have to connect other department heads such as inside sales and marketing teams to collaborate effectively. This is in addition to the general requirement of device and software access.

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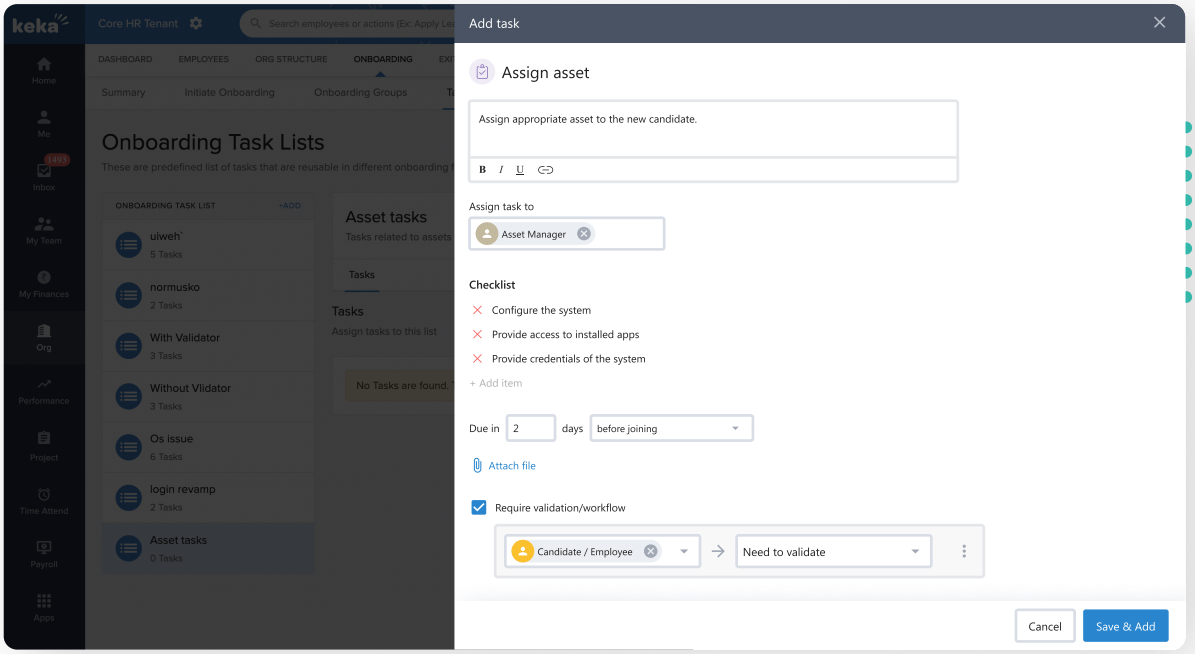
Following are some glimpses from Keka's onboarding module with customizable features.

Multiple Onboarding Groups with Custom Workflows



Adding Tasks and Assigning Owners – Eliminating the Need for Multiple Follow-Ups

Users were enabled to assign tasks where owners and deadlines could also be specified. This also included automated reminders to ensure the tasks were completed on time.

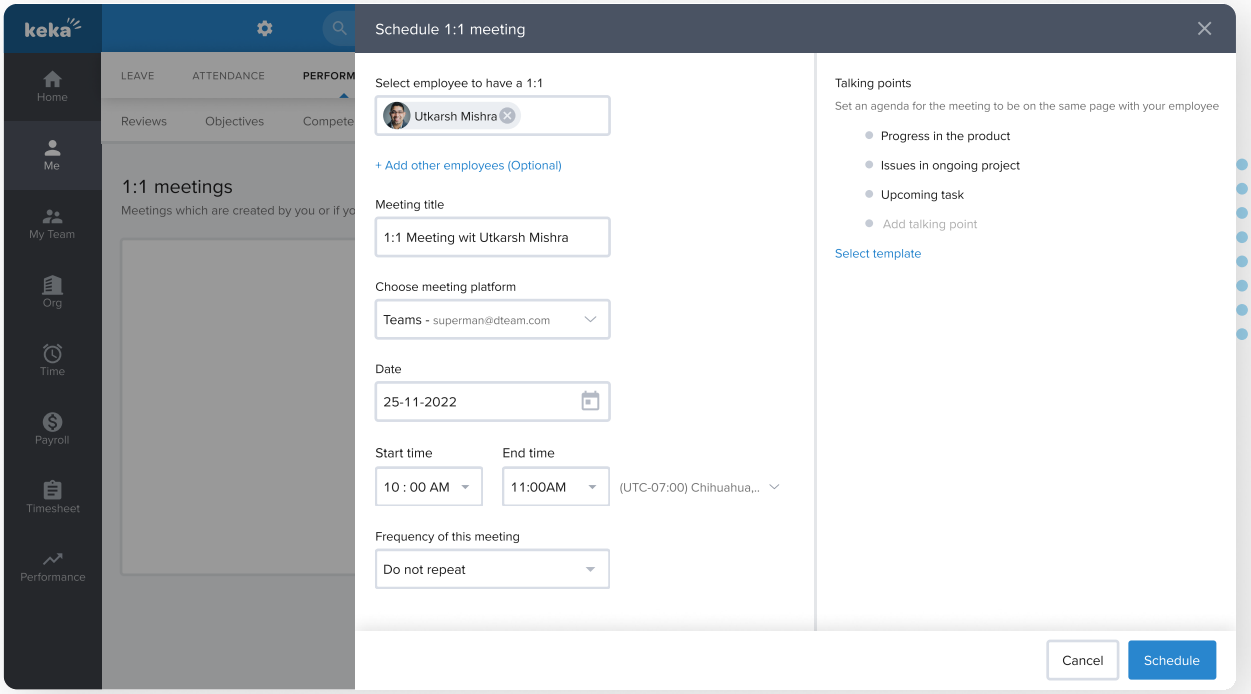


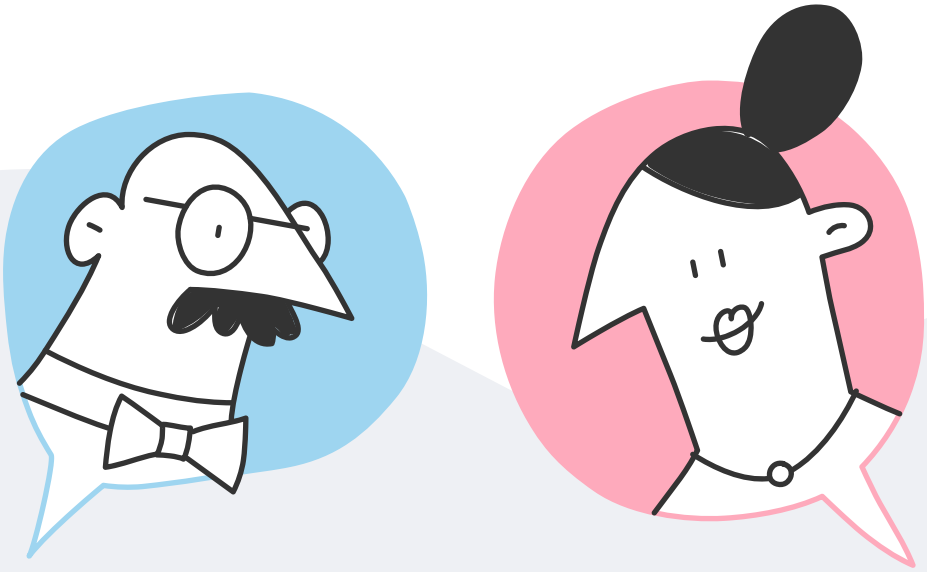
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Setting Objectives and Ensuring 1-1 Meetings Happen Regularly

One-on-one meetings proved to be crucial as they helped the leadership in setting employee expectations and aligning them with organizational goals. Right from day one, employees felt that they were part of a larger mission. Keka HRMS ensured that these meetings were not missed and were held regularly as scheduled.

The regular feedback obtained from employees in these meetings gave the leadership valuable insights based on which they were able to maneuver the workforce and lead them in the right direction.



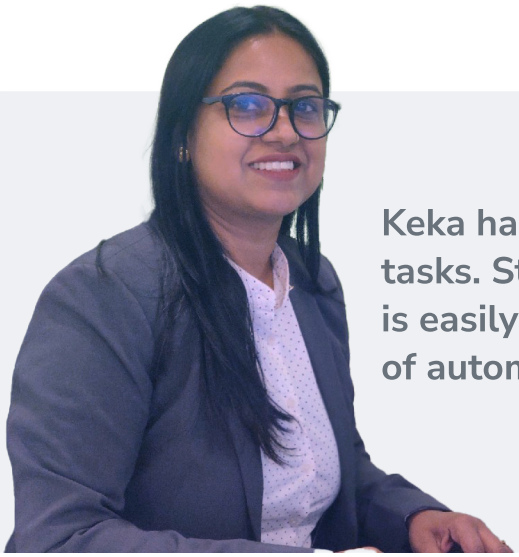


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The Result: Stellar Employee Experience

Moving towards automation in Onboarding helped Taazaa save a lot of manual efforts and follow-up's during onboarding phase. The team was able to define workflows pertaining to each department and assign tasks to employees from multiple departments.
As a result, they were able to welcome the candidate with a great and personal experience instead of dull and tedious documentation process on their joining day.

The team was no longer following up with the new joiners and every aspect of onboarding was automated. The stellar employee experience was detrimental in the rapid and sustainable growth of the company.



Keka has brought in transformation in our daily tasks. Starting from onboarding till exit, everything is easily manageable. It is all possible with the help of automated tool, that has eased our work.

- Rohini Rai
Director Employee Relations

Keka HR is an awesome software, extremely intuitive and user friendly. Accessing all necessary information is quick and easy.

- Taazaa Employee

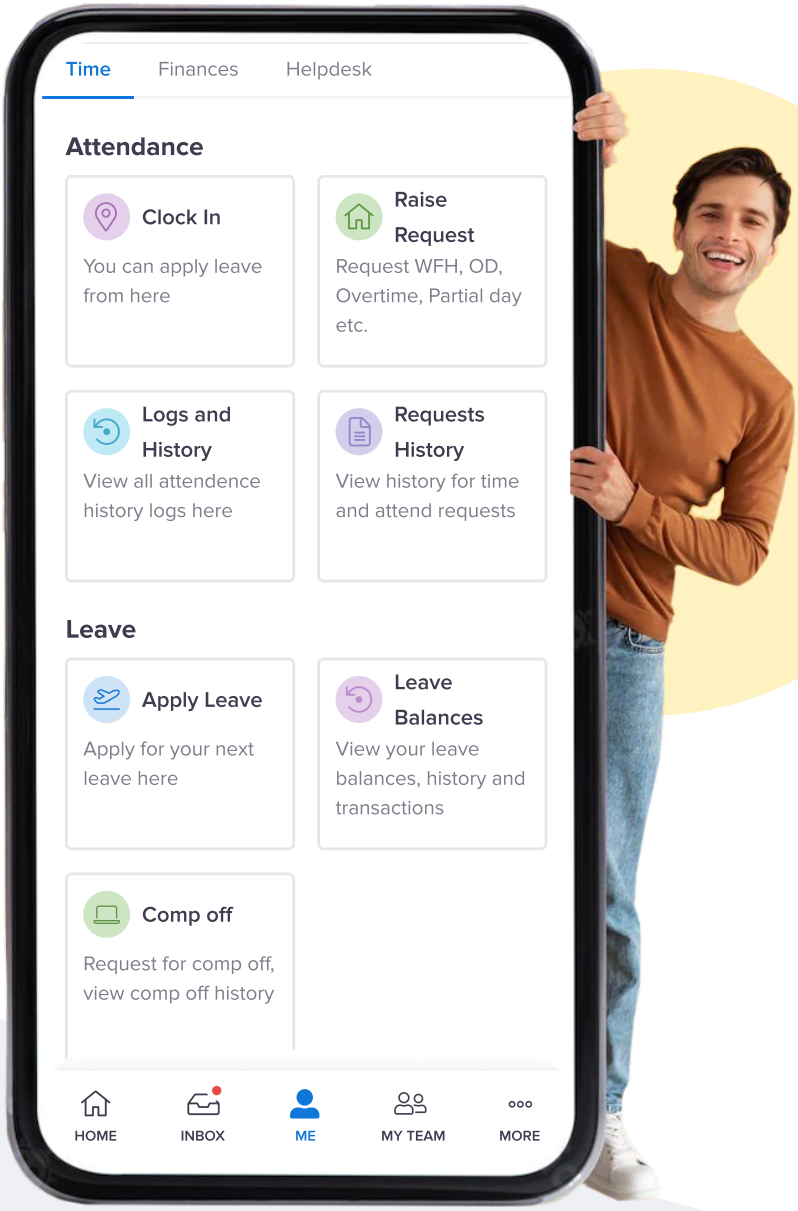
(All data in the screenshots is for representational purpose only)

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About Keka

Everything you need to build a great company

Keka is your people enabler. From automation of people processes to creating an engaged and driven culture, Keka is all you need to build a good to great company.





Reach out to us!

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*All the screens and data are representative purpose only