

From Retail Startup to Retail Success

Keka HR – the Secret Weapon Behind
R for Rabbit's Sustainable Growth



Employees - 93

Location - Gujarat

Industry - Retail



How it **All** Started

R for Rabbit is a Retail company that specializes in baby products. It was founded by parents after they went through parenting concerns about child safety. The organization keeps safety, design innovation, and customer centricity as its primary areas of focus.

6 years ago, when the startup was just 10 employees strong, Margi Upadhyay, the HR Head, realized that with the predicted growth, the employee count will rise significantly, resulting in the need for streamlined processes to manage HR operations.

The business leadership at R for Rabbit foresaw the coming change and agreed to invest in an HRMS.

It was quite a radical step for an organization that had only recently begun its journey with just a bunch of employees. Startups rarely understand the importance of scalable HRMS during their early days. However, such was the vision of the HR and the leadership at R for Rabbit that they decided to implement an automation driven HRMS for their company.

"I have been working with really smart CEOs. We could have just gone ahead with a biometric device. But we were very clear about our goals and took the decision to deploy an HRMS for our organization," said Margi.





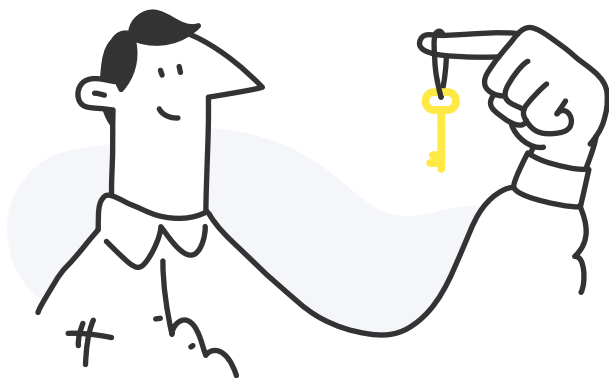
The Unbeatable Partnership Between Keka and R for Rabbit

Narrating how R for Rabbit discovered Keka, Margi said, “When we had just 5 employees, we didn’t need an HRMS. We didn’t even need a register to record employee login and logout details. When the employee count crossed 10, we realized that the manual entries may not be a foolproof way to record attendance data. This is when I approached our leadership. After careful consideration, they agreed to deploy an HR solution.”

Continuing further, she added, “A friend of mine had recommended Keka to me since they used it in their organization. We explored it and found it very user-friendly. We decided to go ahead and choose it as our HR solution.”



“Keka Helped us at Each Step to Configure the Solution”



Since this was their first time, Margi said that no one had any expertise or experience in how to use an HRMS. “Keka’s team helped us at each step. They provided us with end-to-end support and helped us set up the entire solution according to our needs,” she explained.

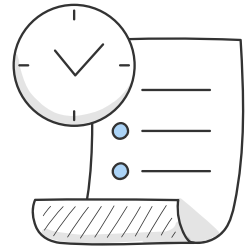
Margi Also stated that Keka’s support was always ready to assist her whether it was via call or email. “They left no aspect uncovered and cleared all my queries related to the HRMS,” she added.



Primarily, Keka helped R for Rabbit in overcoming challenges in the following key areas:

LEAVE MANAGEMENT

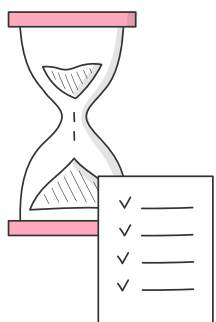
-  Self-serve tools to empower employees in applying for leave
-  Admin-defined workflows for easy, effortless approvals
-  Shared team leave calendar to boost collaboration and work planning



“With Keka, manual dependency was reduced a lot. For example, when I started running payroll as an HR, I had the option to add comments for different entries and transactions. In the later months, when an audit was being carried out by new accountants, they did not get back to me asking for details of these transactions because the comments had **given them complete clarity.”**



Margi Upadhyay
Head HR, R for Rabbit



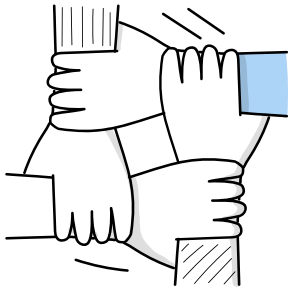
ATTENDANCE TRACKING

-  Automated attendance tracking, free of micromanagement
-  Real-time integration with 200+ biometric device brands
-  Geo-attendance and web clock-in for remote or on-field employees

PAYROLL AUTOMATION

-  Fully automated payroll process with minimal manual touch points
-  Transparent cycle with total control to revise and preview payroll
-  Reliable features to manage compliance, expense, and loans





EMPLOYEE ENGAGEMENT



Anonymous surveys to gauge the pulse of employees



Feedback tools to build trust and facilitate the flow of information



Comprehensive reports on each survey to measure responses

How Keka Exceeded Expectations of R for Rabbit

With each passing year that R for Rabbit grew in terms of operations and employee headcount, Keka became more and more indispensable in managing HR operations and employee experience. Praising the HRMS for its capabilities, Margi listed the following points:

- All employee data is available and easily accessible within Keka's HRMS
- It generates customized reports with any type of metric and data
- It lets HRs add ad-hoc payments and deductions in payroll



Why R for Rabbit's Employees Embraced Keka

Keka's mobile app became the go-to application for employees at R for Rabbit to access any information they desired, without having to depend on HR executives. With Keka, employees could:

- Download payslips and access their payroll information
- Track attendance in real-time and access attendance policy
- Regularize their attendance in case of missed logins
- Find out their leave balance and apply for leave
- Use remote clock-in while working away from office
- Find out contact information of colleagues using the organization directory
- Access their appointment or appraisal letters without relying on HR



Transparency in Payroll and Accounting

Margi was all praises for Keka's automation in payroll and accounting. Going into detail as to how it boosted transparency, she said, "With Keka, manual dependency was reduced a lot. For example, when I started running payroll as an HR, I had the option to add comments for different entries and transactions. In the later months, when an audit was being carried out by new accountants, they did not get back to me asking for details of these transactions because the comments had given them complete clarity."



Going further, she added, "Unlike MS Excel, there is an explanation in Keka for each entry, which meant that I didn't have to answer for each transaction. Auditing is a complex activity, but thanks to Keka, it was far easier and simpler for us."

**"Keka is a Savior
for HRs. If you are
a Smart HR, then
Keka is for You"**

Concluding the narration of R for Rabbit's journey, Margi said that Keka is a savior for HR. "Keka is a savior for HR. It helps HR professionals by enabling them to work smartly and get things done faster. If you are a smart HR, then Keka is definitely for you," she stated.

Since partnering with Keka, R for Rabbit has increased its employee count from 5 to 93 and is galloping towards success.



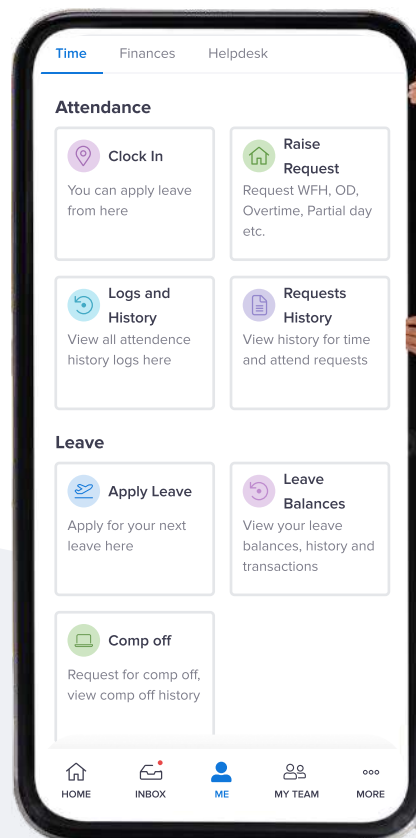
Margi Upadhyay
Head HR, R for Rabbit

“Keka is a savior for HR. It helps HR professionals by enabling them to work smart and get things done faster. If you are a smart HR, then Keka is definitely for you.”

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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