REI and its Quest to Build a High-Performing Workforce

How REI Systems aligned its tech stack to build a highly efficient workforce with Keka



Introduction and Background

Established in 1989, REI Systems specializes in building turnkey, customized solutions for complex business processes. It customizes platforms such as Salesforce, Microsoft, and solutions built on JAVA, Open Source and .NET according to their customer needs.

Employees - 180

Location - Maharashtra

Industry - IT Services

keka | REI SYSTEMS

85% of REI's HRMS Processes were Manual

REI relied on an on-premise system to manage HR operations. “When it comes to digitalization, our processes were barely 15% digitalized. The HRMS that we were using was not up to the mark. It had too many problems,” says Aastha Sharma, HR manager at REI. Some major challenges they faced incuded:

- Reliance on manual entries
- Outdated leave management
- Inability to fetch reports
- Manual timesheets

Such was the dependence on manual processes that monthly leave credits were calculated and added individually for each employee. Same was the case for all HR processes. As the company grew, it became evident that manual processes could not be sustained.

Hunting for an Automation Driven HRMS

REI roped in Aastha Sharma as the Human Resource Manager. Upon joining, one of the first things she did was initiating a discussion about deploying an automation driven HRMS for the company.

After reviewing several vendors and HR solutions, REI finalized a solution that was considered a major player in the HR software market.

However, within a short time of deployment, it became clear to Aastha and the REI staff that this was not the HRMS they had been expecting.



Challenges with the Previous HRMS

- The customer support was terrible
- The reliance on manual processes continued
- The HR team was still struggling and unable to manage the pace and scope of work

REI was back to square one and the hunt for a best-suited HRMS began again.

The Hunt Continues – in Comes Keka

This time, Aastha and her team reviewed Keka along with other solutions and decided to go ahead with it. Since their earlier experiences were not great, REI was quite stringent in its review. However, Keka exceeded their expectations. It ticked all the right boxes when it came to automation and ease of use. This is when REI officially deployed Keka as its HRMS.



Fighting Employee Skepticism and building a High-performance Workforce

Considering how their previous HRMS had failed them miserably, REI's employees didn't take up to a new HRMS positively. They were skeptical of Keka and there was a clear wave of resistance in terms of usage and adoption. There was a very visible lack of employee confidence that seemed to jeopardize the very deployment of Keka.

Aastha and the leadership at REI wanted to build a high-performance workforce that was aligned with their future goals. In order to achieve this, they took the following approach

Deploying the Timesheet Module

to ensure resources work at the optimum level

Deploying the Performance Management Module

for transparent goal tracking to drive performance

Aligning the Tech Stack to Organizational Goals

through a seamless integration of timesheets, goals, OKRs, and all HR ops

Keka's UI is the result of thousands of hours of research in user behavior, psychology, and incorporation of best practices. Within a short time of deployment, there was an uptick in the usage of the solution as employees began to embrace it.

Whatever minor hiccups emerged were very quickly resolved by Keka's Support Team

From Woeful to Blissful Attendance and Leave Management

Keka's Attendance and Leave Management module encompasses a comprehensive set of features and tools that automate the entire process. With Keka, REI was able to:

- Configure attendance and leave policies
- Capture attendance without any hassles or complications
- Make leave application/approval simpler and easier
- Provide employees with complete visibility over their leave balance and attendance data
- Boost self-accountability through shared team calendar and team attendance data

Thanks to Keka, REI's HR staff was no longer required to manually check and add leave details in spreadsheets.

From Chaos to Clarity – Ending the Timesheet Stress Once and for All

Timesheet management was one of the biggest inducers of stress for both employees and HRs at REI systems. Before Keka:

- Employees used spreadsheets and the entire process was manual
- There was no complete visibility with regards to resource usage
- Timesheets were prone to human errors and mistakes

Keka not only automated the timesheet management but provided REI with an additional tool for end-to-end project management. With Keka, REI was able to:

- Effectively track employee hours and resource usage
- Assign employees to multiple projects
- Provide employees with user-friendly timesheets

From 2 Days to 2 Hours – Superfast Processing of Performance Data

When critical areas such as Attendance, Leave, Reimbursement and Timesheets were streamlined, Aastha and her team heaved a collective sigh of relief. It was time to take the big step: Performance Management.

Before using Keka, the company had a system of biannual reviews for each employee. A review was conducted at the completion of half a year, followed by a review at the end of year. REI used MS Excel sheets to evaluate employees and track their performance.

According to Aastha, they used to spend more than 2 days just top optimize Excel sheets according to the review requirements.



With Keka, the review process is initiated automatically with no manual touchpoint. The entire process now takes two hours. Depending on the employee, REI was able to initiate self-reviews, Level 2 reviews and One-on-Ones with surprising ease.

“Keka is suitable for all work models, it saved us 50% of our time!”

Outlining the importance of going completely digital in terms of HRMS, Aastha Sharma said that Keka fulfils the needs of all work models, such as work-from-home, hybrid, and work-from-office models.

"A robust HR system is very important for communication. If you want to communicate with the employees, surveys, feedback and polls are very important. Keka’s processes are way too simpler compared to other HRMS. They can be optimized to suit the requirements of any organization. From an HR point of view, I would say that we have literally saved around 50% of our time,” she explained.

Keka for Employee Engagement and Retention

Aastha and her team at REI profusely stressed on the importance of employee engagement. “Employee engagement is something that starts right from day one of a new employee joining the company. Keka’s Onboarding Checklist helped us map out all the tasks that needed to be done with regards to new joiners, from all departments and with different stakeholders. Even though we are working from home, we were able to virtually onboard employees with the same enthusiasm as we do while working from office,” she stated.

“A lot of times, new employees have no one they can turn to in their first few days. This leads to frustration and could even result in their departure. However, at REI, due to our well-organized training and product-focused approach, new joiners never get frustrated. Our training is intense and interactive. We prepare new joiners in a way that they can work on any project once their training is complete. Keka has played a huge part in streamlining our HR processes due to which we were able to concentrate on more strategic things,” she added.



“Keka’s Customer Support has Been Very Helpful”

Praising Keka’s Customer Support, Aastha said, “Our interaction with Keka’s customer support team has been pretty good. They have been really helpful. We are happy that we have a dedicated Accounts Manager whom we can reach out to any time, especially if we need quick resolution of queries.

“The entire team of Keka is very helpful. They are helping us make our processes more robust, especially our HR processes,” she added.



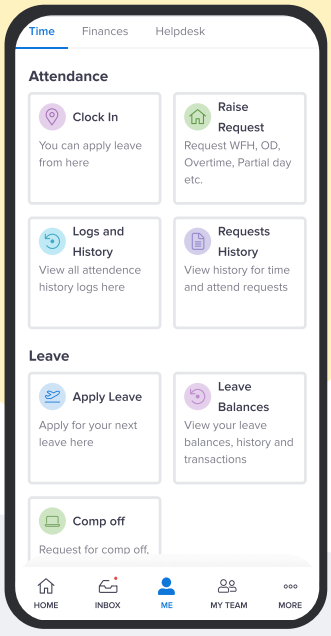
“From an HR point of view, I would say that we have literally saved around 50% of our time ”

- Aastha Sharma

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.



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