

How Keka made Noise **Loud and Proud** of their HR processes?



Sounds Soothing... Where's the Music from?

Noise is India's top-rated brand for smartwatches and earbuds, dedicated to making the connected lifestyle accessible to all. With consumer centricity at its core, Noise consistently introduces groundbreaking innovations in audio and connected technology.



Industry - Consumer Electronics



Employees - 450+

Waves to Overcome, To March to their Own Rhythm

-  Attracting and retaining top talent from across the country
-  Finding cost-friendly HRMS and ensuring timely implementation
-  Ensuring punctuality and accountability from all employees, across all regions
-  Assisting first-time managers to simplify documentation via smoother HR processes

Reaching the High Pitch

Year	Employees	Progress
2017	50	Employees started using Keka
2019	150	The company began reaping the benefits of Keka's seamless app integrations
2021	220	Increased employee accountability using gamification and biometric scanners
2023	450+	Hired 40%~ of their workforce in the last 2 years

Orchestration of Employee Delight with Easy UI

Easy UI and seamless onboarding ensured a delightful employee experience. As many employees were freshers and others were first time managers, the ease of understanding the dashboard and navigation accelerated platform adoption.



Defining custom onboarding workflow

Onboarding Groups
Define onboarding groups that can be used while onboarding an employee.

ONBOARDING GROUPS

- Freshers (2 task list)
- Sales onboarding flow (0 task list)
- Software flow (5 task list)
- Interns onboarding flow (9 task list)
- Test (3 task list)

Freshers
For the candidates/employees' having zero years of work experience.

Stages: Assigned task list

Assigned task list
Assign tasks to this group from predefined task list

TASK NAME	DUE IN	ASSIGNED TO	REQUIRE VALIDATION?
Reference check	4 days before joining	HR Manager	No
Assign asset	0 day after joining	Asset Manager	Yes Candidate / Employee
Team intro lunch	1 day after joining	Employee	Yes HR Manager

General onboarding task

Interns task

*Representative screen and data

Simplified dashboards for managers to have a clear overview of their teams

SUMMARY

Direct Reports | Peers

Who is off

Feb 01 - Mar 04

	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	
Vijay Prakash Yalaman	1	2	3	4	5																								
Raj Kumar Santoshi	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
Rober Kiyasaki	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
Raj Kumar Santoshi	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	
Rahul Kishki	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	

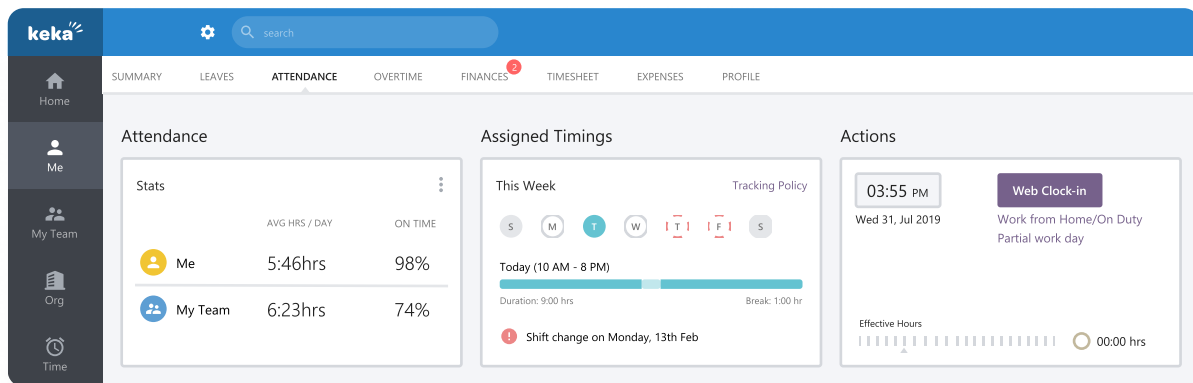
On Leave - 1st half | On Leave - 2nd half | On Paid Leave - 1st half | On Unpaid Leave - 2nd half

Legend: On Leave - 1st half (dark blue), On Leave - 2nd half (light blue), On Paid Leave - 1st half (yellow), On Unpaid Leave - 2nd half (orange), Missing Attendance (red), Week-offs (green), Someone on leave (purple), Many leaves on a day (pink)

*Representative screen and data

Gamification of Attendance Tracking

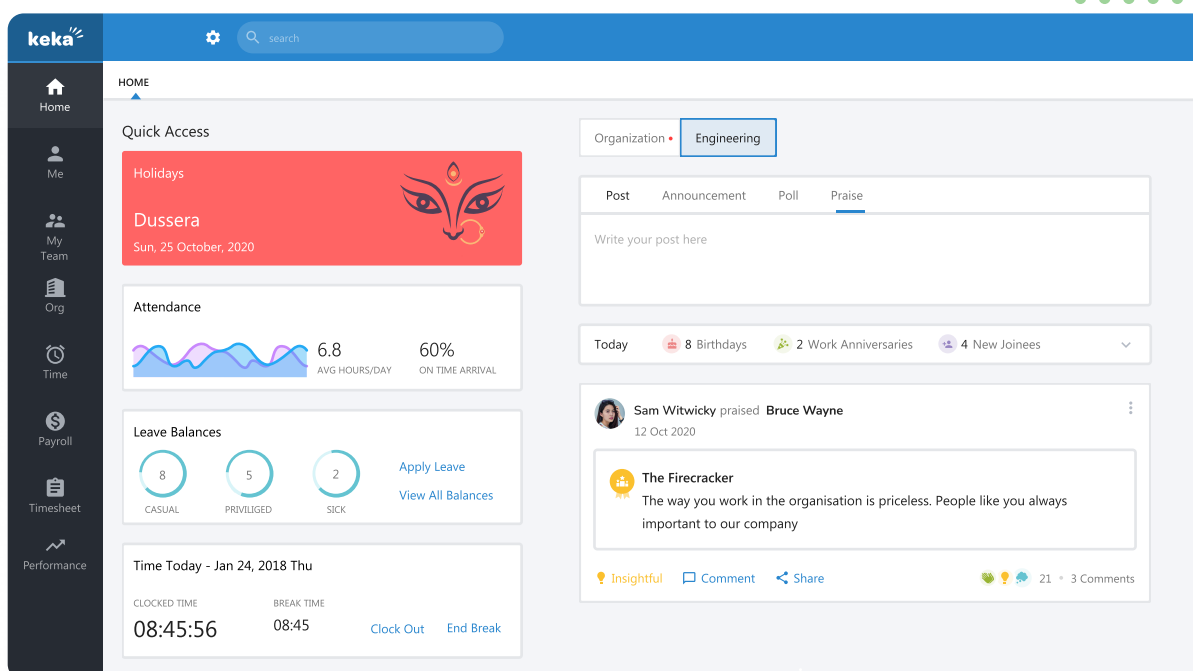
Employees got a clear visibility of their and team members' attendance. This ensured a greater accountability from the employees as they would avoid taking leaves when their team members have taken time off. Employees began to feel more responsible to come to office on time and became prudent while applying leave.



**Representative screen and data*

Hitting the High Note of Employee Engagement via Praises, Polls, and Surveys

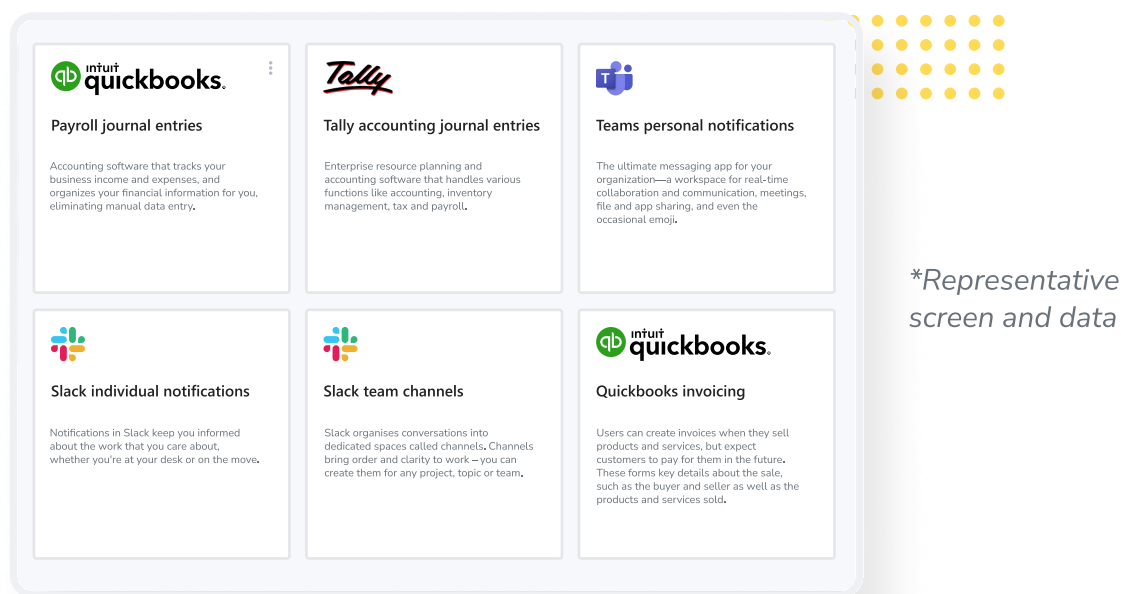
The Praise feature allowed employees to give each other badges to appreciate them, fostering a collaborative and friendly environment. This led to a culture of appreciation that spread across all teams within the organization.



**Representative screen and data*

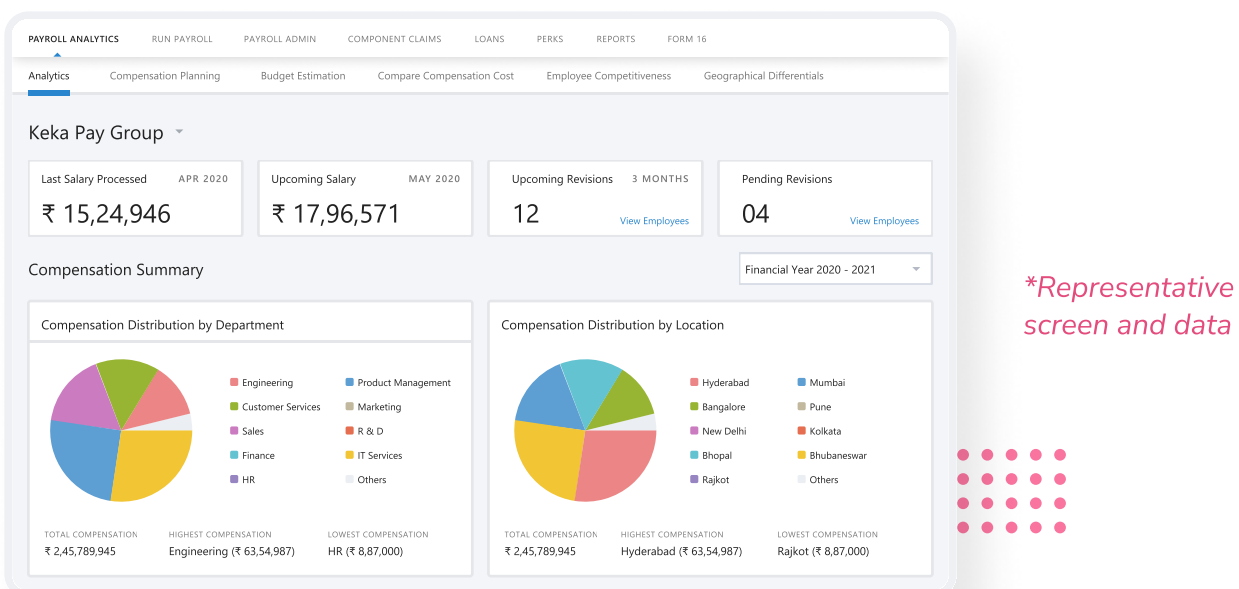
Integrations Increased Productivity and Capabilities

Keka's integrations allowed Noise to streamline their workflows by connecting different applications they use regularly. These integrations eliminated the need to switch between multiple apps, saving time and effort. It ensured a seamless flow of data and information across different platforms, increasing productivity and efficiency.



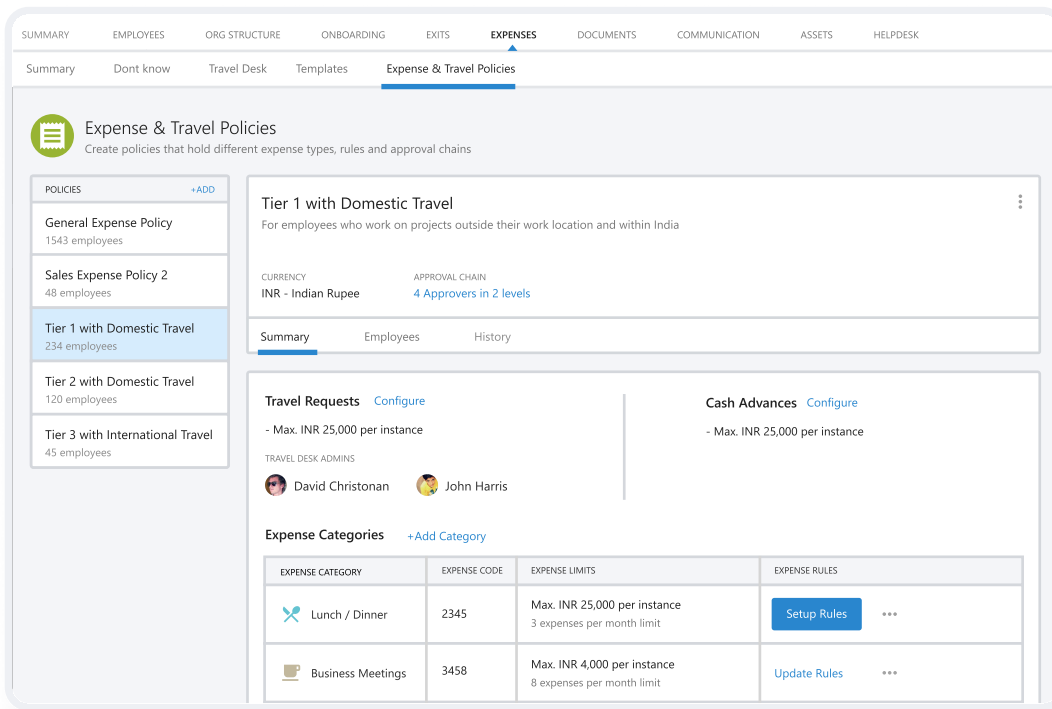
Payroll Played to the Tunes

The Payroll module has been of great help for Noise's Finance team. It automated workflows and salary payments, saving time and reducing errors.



Policy Driven Expense Management

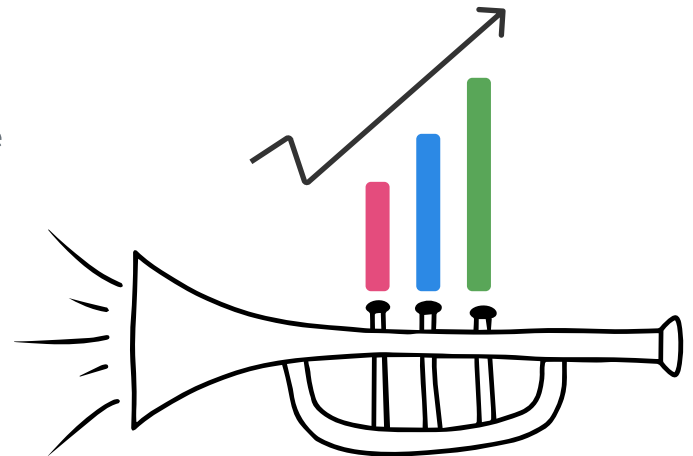
At Noise, a lot of employees travel for business purposes, the Expenses module helped their managers and HRBPs in tracking, monitoring, streamlining claims requests and being able to raise the requests in a timely and policy driven manner.



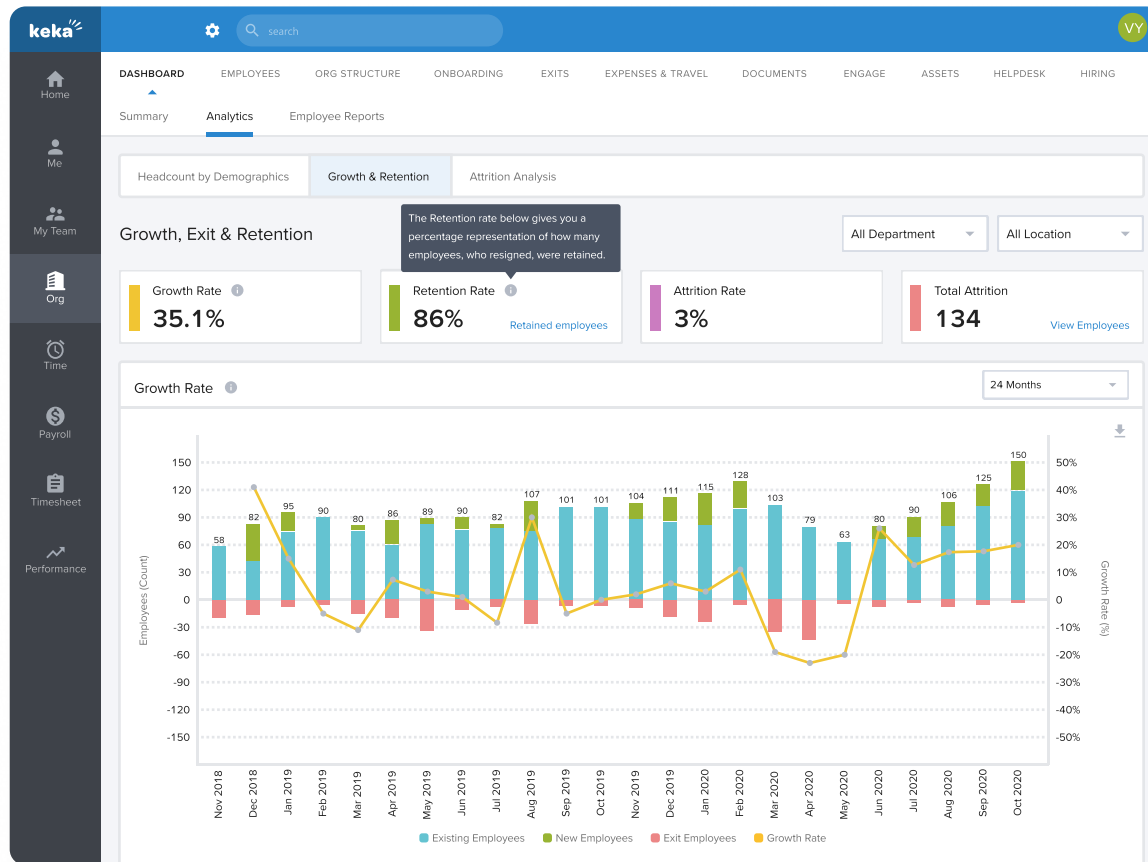
**Representative screen and data*

Streamlining Growth & Retention Strategies with Reports and Analytics

At Noise, it is crucial for managers to comprehend reports on growth, retention, and attrition analysis. Keka's reports gave valuable information about the organization's progress, helping managers make smart decisions and plan for the future. By understanding these reports, the leadership was able to improve EX, reducing employee turnover successfully.



Reports related to growth, exit, and retention



**Representative screen and data*



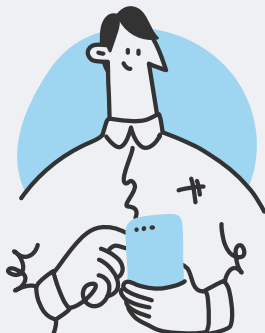
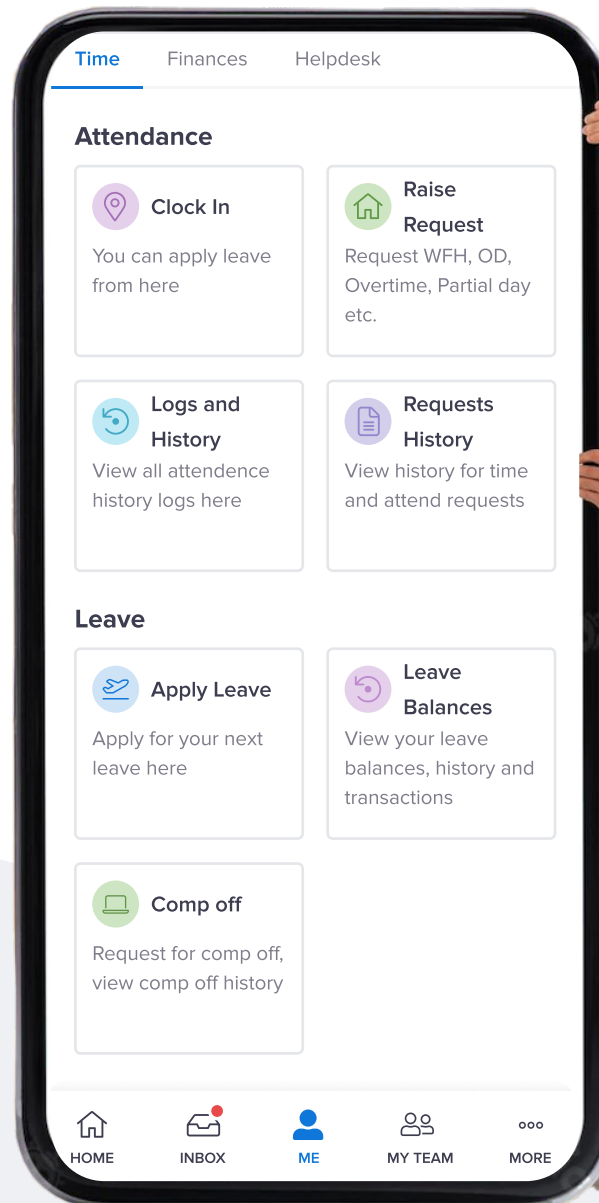
Rahoul Srivastav
HRBP (8+ years at Noise)

“Keka helped our managers in building accountability, empathy and it really made a difference in creating a very collaborative culture. Keka also surpassed our employee expectations with its easy-to-navigate UI and simple dashboards.”

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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