

From Mayhem to Mastery

iion ends its HRMS woes with Keka



Introduction

iion is an emerging platform for advertising and monetization that reaches audience segments across all gaming environments. With 8 offices around the world and 50+ employees, iion describes itself as a team of "upbeat and agile band of boundary-pushing "adtechers" who value human contact and face-to-face interaction in fostering successful partnerships."



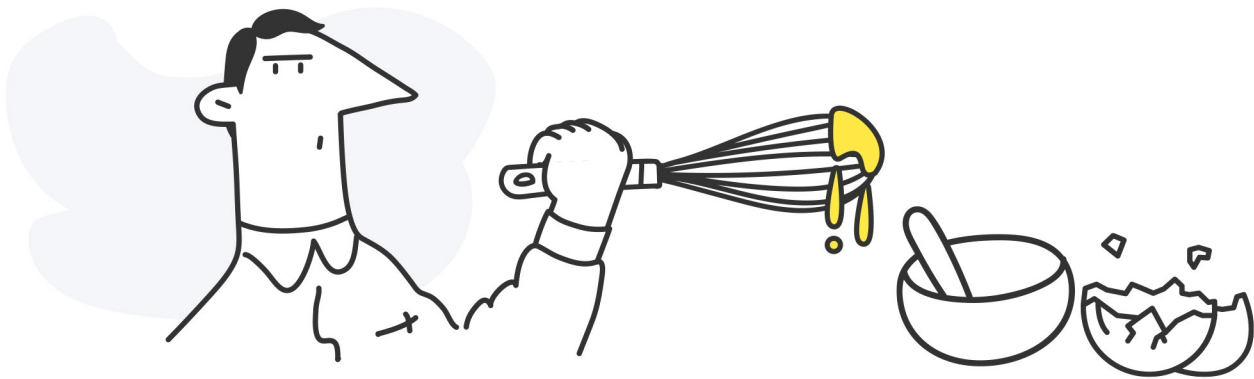
Industry - Media Production



Employees - 50+

The Leave Data Mixup

With new avenues of growth opening up and employees trying to focus all their energies on achieving growth, a new challenge started denting the smooth flow of productivity. Employees found out that their leave data was incorrect. Upon digging deeper in their existing HRMS, Belemir Hınçal, the People and Culture Head at iion found out that everyone's leave data had got mixed up. It took her and her team two months to fix the problem.



The Final Straw and the Search for a New HRMS

Even after spending such a huge amount of time sorting and correcting the leave data, the problem kept on recurring. "Every now and then, randomly, some employee's leave balance page wouldn't load. We were not able to view the labels of leave balance. Employees were unable to apply for leave," she said. "The customer service was too slow and to be honest, we felt that even they were yet to figure out what was causing this problem. We decided it was time to change our HRMS," she added.

iion's Descent into Leave Management Chaos

-  Employee leave data got mixed up
-  2 months wasted in sorting and correcting leave data
-  Employees were still unable to apply for leave or view leave balance
-  As a result, employee experience nosedived

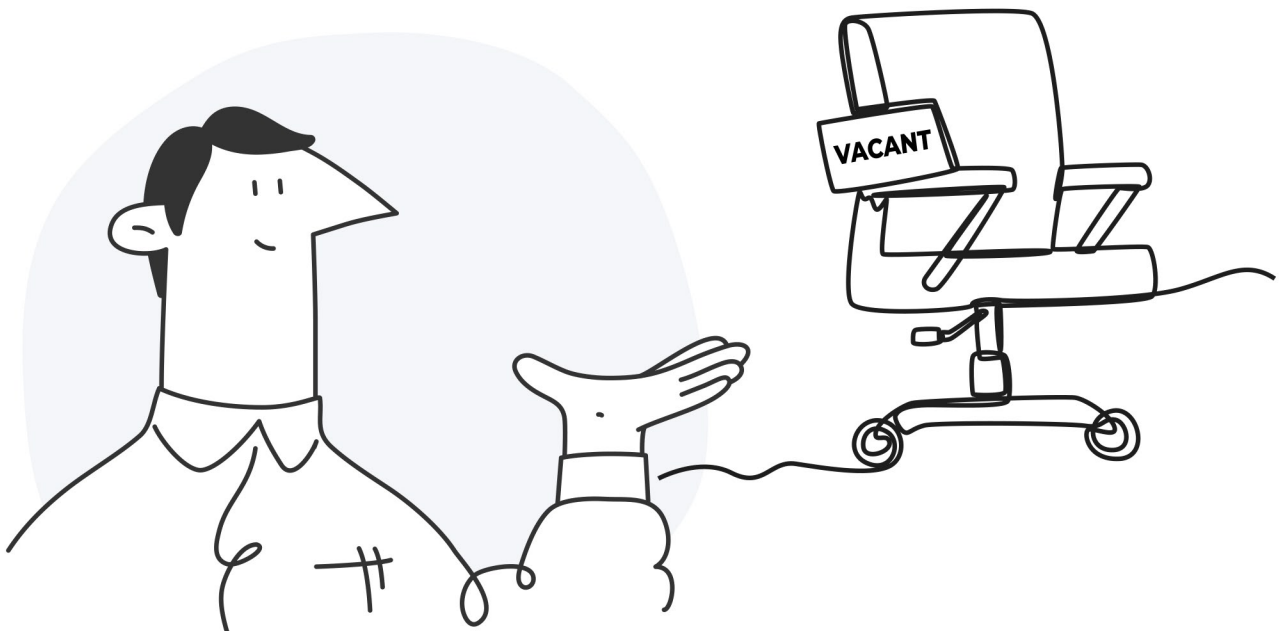
“Our **co-founder** suggested that we **try Keka**”

As Belemir and Ullas Sahadevan, the Senior Talent Acquisition Manager at iion embarked on a journey to search for a new HRMS, one of their co-founders suggested that they try Keka. They studied the HRMS and witnessed its capabilities through a demo and signed up for Keka.

Considering the rapid growth iion was vying for in the coming months and years, it subscribed to Keka's Applicant Tracking System and Performance Management System. Explaining this further, Ullas said, “Based on the demo we got, we realized that it would be very helpful for us to have a complete visibility over the entire hiring process and knowing what was happening at each stage.”

Keka's Key Metrics for **Effective Hiring**

Further elaborating on their earlier hiring challenges, Ullas said, “we use LinkedIn to identify and attract great talent. We use Notion to rate candidates and stack them up for scoring. All of this required manual efforts. One of the best things about Keka is how it ties everything together so that all processes are in a single place.”



Specifically mentioning the visibility capabilities of Keka, he said, “once we start using Keka, all stakeholders and everyone related to the hiring process will be able to view what was happening with each candidate.”

With Keka, iion now has greater transparency and simplification in their hiring processes and the post offer-rollout period through the following metrics and features:



Time to hire



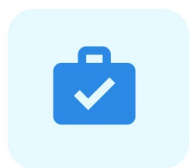
Candidate Experience



Streamlined Communication



Google Calendar Integration



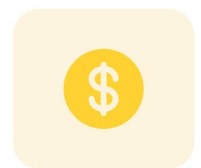
Time to Offer Acceptance



Candidate Attrition



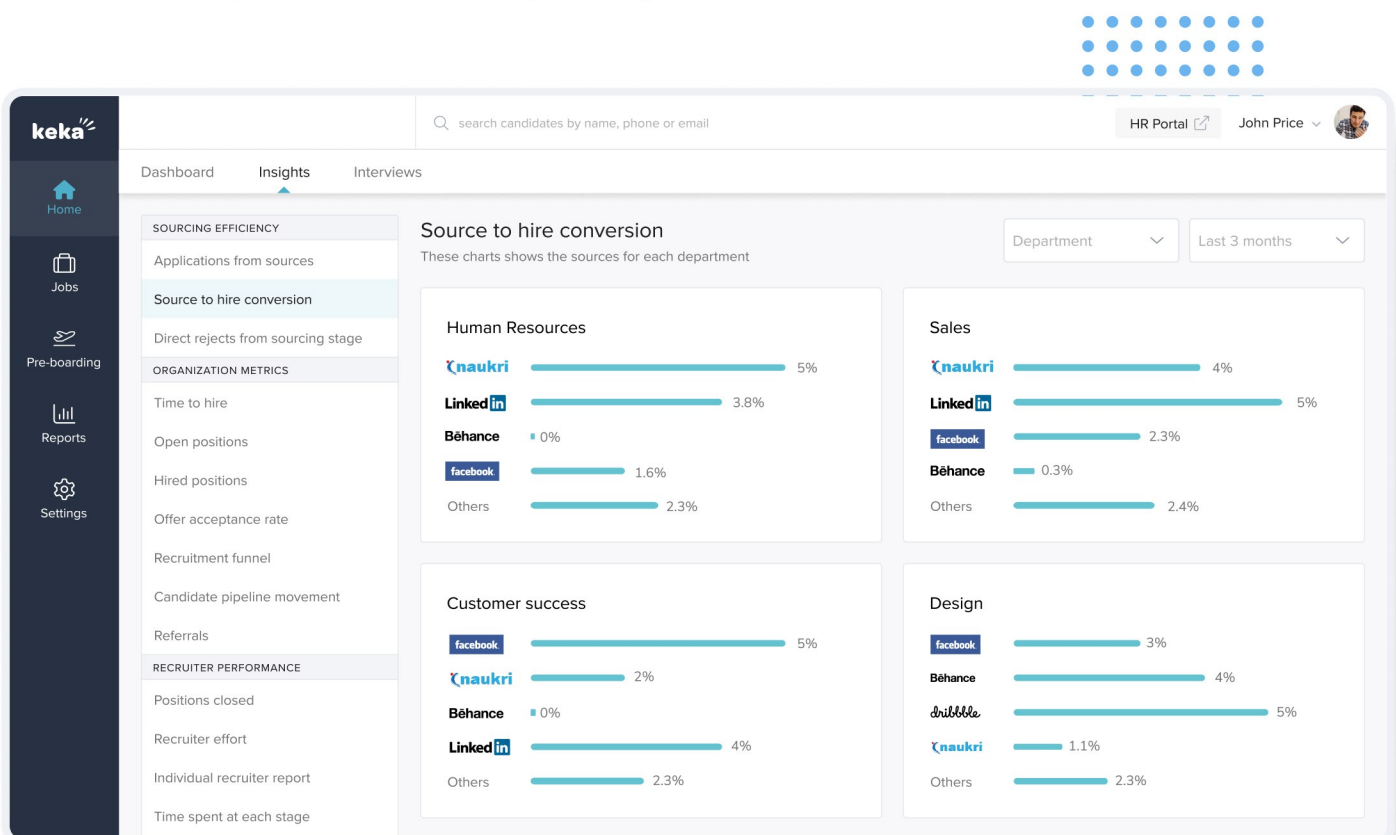
Hiring Sources



Cost of Hiring

With Keka, iion is able to aggregate profiles from multiple platforms including their website's career portal. This was a huge time saver for the team.

Keka's source wise conversions report helps recruiters optimize their channels and focus their efforts on platforms where they could get the best results.



Smooth and Effortless Employee Onboarding

“Compared to our previous HRMS, Keka is very user friendly and smooth. We can complete onboarding and employee exits very easily. Earlier we had to rely on disparate solutions but with Keka, everything can be done on a single platform,” Ullas stated. Keka streamlined iion’s onboarding through:

- User-defined access to employee documents
- End-to-end pre-onboarding and onboarding processes

Onboarding task lists

These are predefined list of tasks that are reusable in different onboarding flows. Ex: IT System Setup Tasks, New Joinee Intro Tasks, Orientation Tasks etc

ONBOARDING TASK LIST

- Interns tasks** (12 tasks)
- General onboarding tasks** (9 tasks)
- IT tasks** (7 tasks)
- Sales tasks** (16 tasks)

Interns tasks
For the candidates/employees who are recruited through campus drive.

Tasks

Assigned To: [Dropdown] Search: [Input] [Choose from task library] [+ Add task]

Remove [Total: 5]

TASK NAME	DUE IN	ASSIGNED TO	REQUIRE VALIDATION?	ACTIONS
☐ Reference check	4 days before joining	HR Manager	No	[Edit] [Delete]
☐ Update PF information	2 days before joining	Employee	Yes Payroll Admin	[Edit] [Delete]
☐ Assign asset	0 day after joining	Asset Manager	Yes Candidate / Employee	[Edit] [Delete]

Other key features where iion is using Keka to automate and digitalize their HR processes:



Organization Tree – A complete and comprehensive employee directory



Expense Management – Simple and easy expense claims for faster disbursement



Document System - Digitalized documentation for user-defined and secure access



Employee Exit – Hassle-free employee exits with minimal manual touchpoints

“Document migration was easy with Keka. We didn’t have to ask employees to upload their documents. I was able to import all documents in Keka without any hassle,” said Belemir.



Belemir Hınçal

Manager - People & Culture

“Keka’s onboarding team was fantastic! Not only were they really punctual but also super energetic. It was fun working with them.”



Ullas Sahadevan

Sr. Talent Acquisition Manager

“Compared to our previous HRMS, Keka is very user friendly and smooth. We can complete onboarding and employee exits very easily. Earlier we had to rely on disparate solutions but with Keka, everything can be done on a single platform.”

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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