

Unboxing the PerfEX Solution with Keka

How Unbox Robotics won the uphill battles of performance management and employee experience



Introduction:

Unbox Robotics is a leading supply chain robotics company, specialising in robotics-based fulfilment and distribution technology for small to large e-commerce, retail and logistics enterprises.

Headquartered in Pune, India, the company comprises of a 114-people strong highly talented workforce, committed to helping organizations overcome supply chain challenges through its robotic parcel sortation and consolidation, powered by Swarm Intelligence.



Industry - IT / Robotics



Employees - 114

Unbox's Visionary Approach to Performance Management

As Unbox zoomed ahead on the trajectory of success and growth, its leaders realized that it needs rock-solid HR processes, especially in performance management.

Effective performance management is crucial for organizations experiencing growth. A well-designed system is essential to identify and develop top performers and future leaders. Streamlining this process ensures that talent is recognized and nurtured, enabling the organization to thrive and sustain expansion.

Spearheaded by Chief of Staff Prayag Lele and supported by HRBP Shruti Gupta, the organization embarked on a journey to revamp their performance evaluation processes. A strikingly unique trait of Unbox was its emphasis on connecting employee performance with the organization's goals and vision. The company leadership was very clear on ensuring there was no disconnect in this regard and didn't look at employee appraisals and performance evaluation as a placeholder activity.

Getting Caught in a PMS Prison

Despite their enthusiastic and visionary approach to performance management, Unbox found itself stuck in a PMS quagmire. The company had signed up with a performance management system that failed to live up to its expectations.

The system had rigid processes with no customizations, leaving them with no space to maneuver around. After suffering one cycle with it, Unbox was forced to rely on Google Forms to conduct its periodic performance evaluations and appraisals.

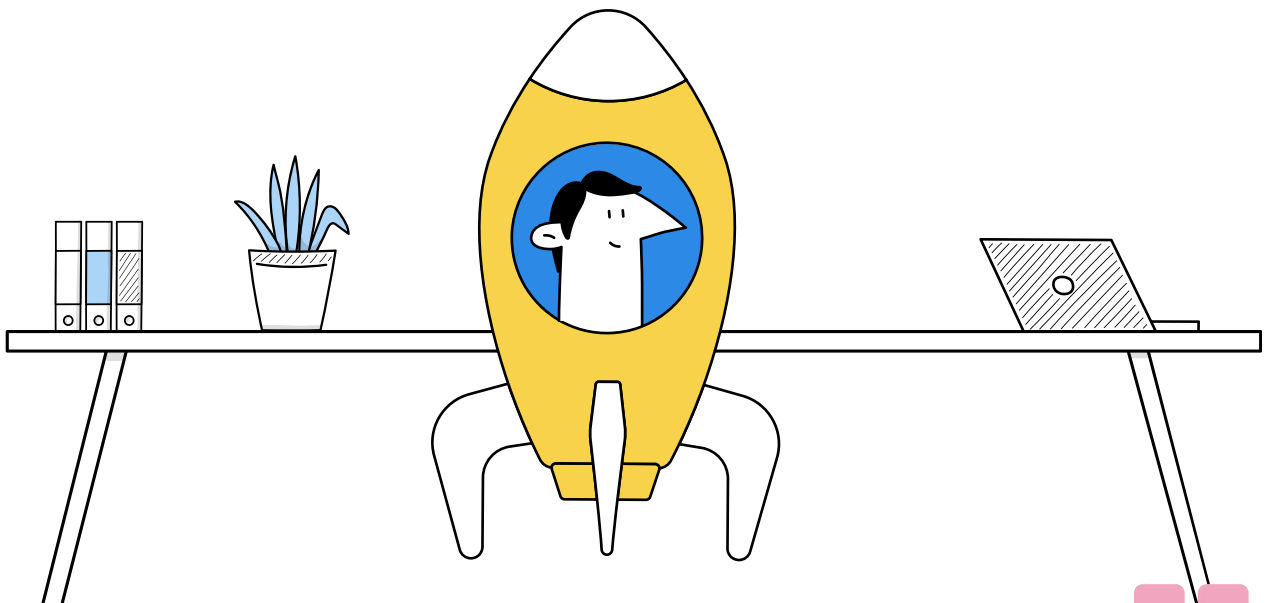


Discovering Keka and Launching **HR Digital Transformation**

As a startup veteran, Prayag understood the challenges new organizations faced while setting HR processes and how HRMS platforms could solve them. He had witnessed Keka in action during an earlier stint and was aware of its capabilities.

Earlier, when Unbox had secured Series-A funding and was looking at a massive growth in headcount, they had chosen Keka as their HRMS for employee onboarding. The company was able to scale from 30 to 100 employees smoothly within a short span of three months, thanks to Keka.

However, this time, the challenge was quite different and more complicated. Prayag, along with Shruti and their team, spent two weeks rigorously testing performance cycles, creating HR organization cycles, and making sure everything was working the way they wanted it to, from every possible perspective. Finally, when they were convinced, Unbox deployed Keka for performance management.



Prayag Lele

Chief of Staff, Unbox Robotics

“We knew our expansion meant massive onboarding, massive expansion, lots of formalities. Internally, we discussed which HRMS to use. We decided to go with Keka on a modular basis. We were sure Keka was the right fit for us, to facilitate the huge onboarding.”

Unbox's Future-Focused PMS Requirements

Unbox had a rigorous performance cycle and strongly believed in aligning individual goals and success to the organization's goals and success.

At the beginning of each year, Prayag and his team connected with the founders and CXOs to chalk out and understand what direction the company would take in that year. After defining them on a broader level, they had to define competencies born out of the larger vision. Prayag, Shruti, and their entire team worked with unwavering dedication to come up with 15 job-specific competencies and different levels for all job roles.

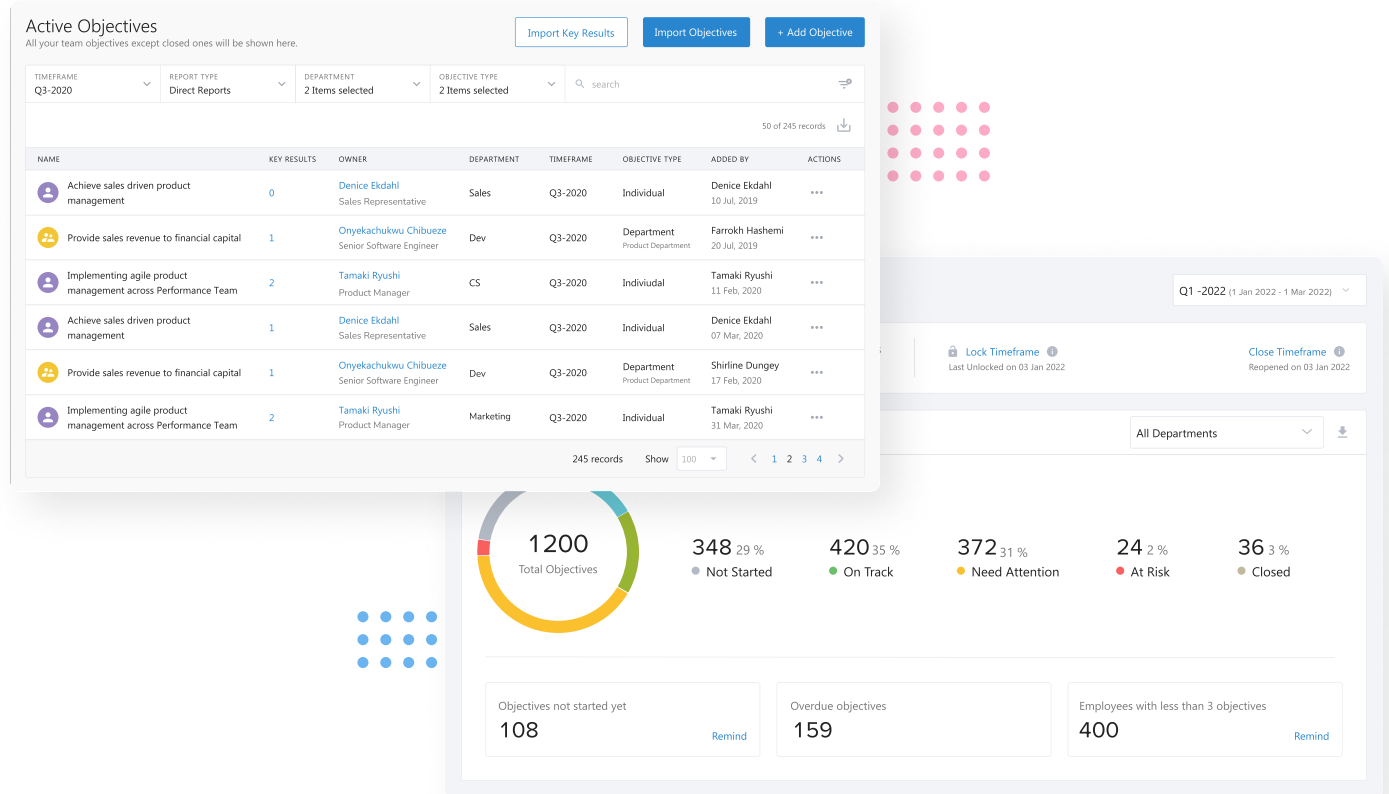
Having completed this herculean task, the team had a simple ask:

They wanted Keka's PMS to ensure that the organization's goals would translate and cascade to the actual tangible goals of each employee.

How Keka Helped Unbox Fulfill its Comprehensive PMS Requirements

Keka is built with a philosophy that seeks to empower employees and propel HRs to a strategic role. Its performance management system is engineered to support growing companies achieve the best output through the most effective evaluation processes.

- 1 Mapping competencies to job roles:** Prayag, Shruti and their team were able to map all the 15 competencies within Keka to track each of them for all employees.
- 2 Definition and layering of OKRs:** Unbox's team was also able to define OKRs as well as layer them and link them to each other, all within Keka.
- 3 Successful adoption by employees:** The ease with which OKRs and goals can be updated and the transparency they provided eliminated any possible reluctance from employees, and they embraced Keka.
- 4 Facilitating effective and honest peer feedback:** For Unbox, setting up a system of peer-to-peer feedback was very important as it helped in highlighting problems and solving them before they become major challenges. So far, the company didn't have a system in place for the same until they deployed Keka, after which the entire process became transparent, easy, and practical.
- 5 Performance reports:** Shruti was able to collate data and generate different reports related to performance with the single click of a button. For example, she was able to generate department-wise and manager-wise reports related to performance.



*Representative screen and data

Unbox's Adoption of Keka

Phase 1



Leave, Attendance & Payroll | Core HR Processes

Phase 2



Onboarding, Helpdesk and Expense management (To enhance employee experience)

Phase 3



Performance Management (To drive productivity and accountability)



Shruti Gupta
HRBP, Unbox Robotics

“Keka is pretty smooth when it comes to the alignment part. I can add any number of layers in OKRs and link them to each other. This way, every single employee has visibility on their contribution and how it's leading to the achievement of which organizational goal.”

Cracking the Tough Nut of Employee Experience

With Keka, Unbox was also able to engage their employees effectively and provide a stellar experience.

Streamlined and integrated attendance: Employees were able to view their attendance logs through Keka's portal, view available leave and apply for time off with ease.

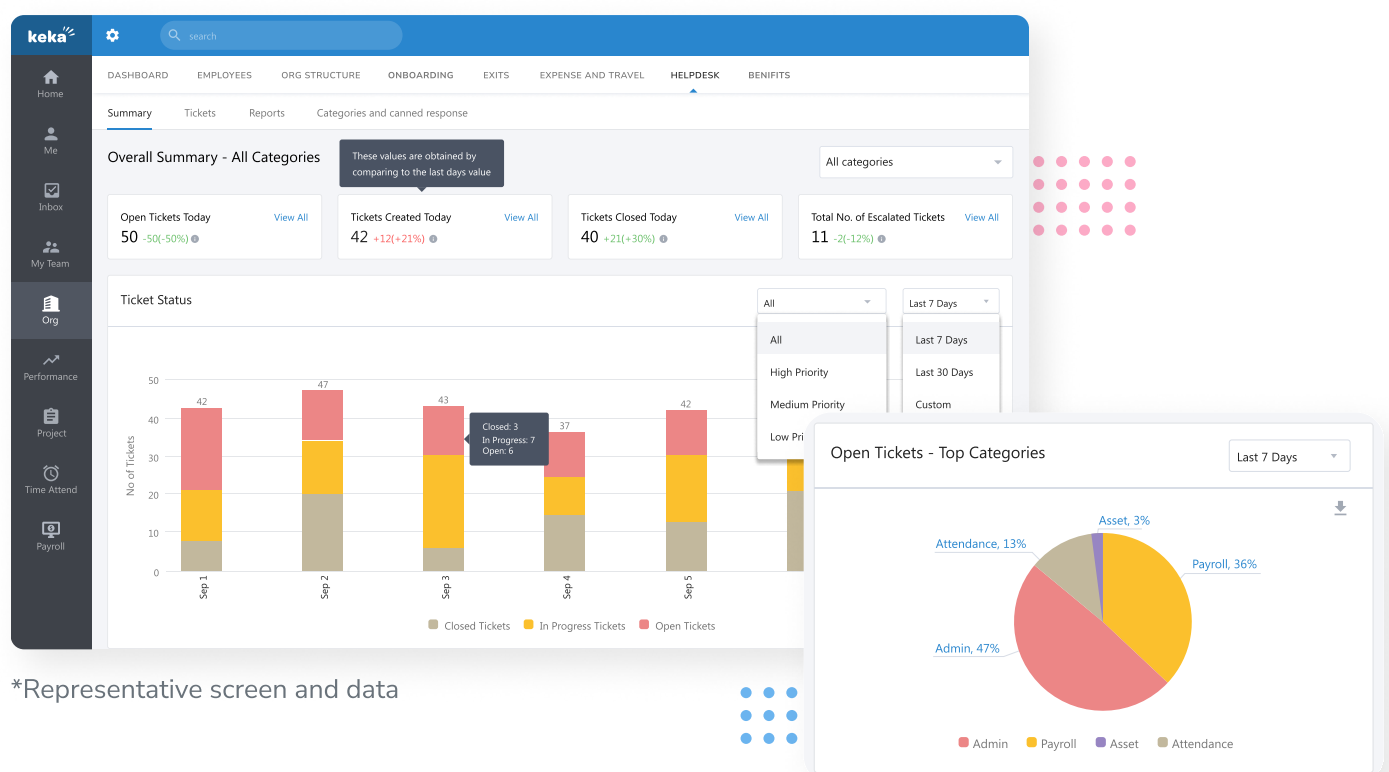
Keka's social wall: The social wall by Keka enabled employees to praise their peers, post information, and even conduct polls. This increased the feeling of belonging among employees as they had a voice of their own.

Helpdesk and ticketing system: Employees no longer had to rely on emails to share grievances, thanks to Keka's helpdesk and ticketing system. It also reduced the resolution time significantly.

The Helpdesk platform gave the HR admin a holistic view of the following:

- Open Tickets
- Closed Tickets
- Escalated Tickets

This helped the HR team closely monitor employee concerns and ensure timely resolution.



*Representative screen and data



Shruti Gupta HRBP
Unbox Robotics

“The ease of adding OKRs, updating progress, adding tasks that were further linked to goals, and tracking all of these was very easy in Keka. This helped employees in gearing up for Keka and not be reluctant to update their OKRs.”

How Keka Made the **Life** of Unbox's **HR Team Easier**



Organization structure: Anyone in the company can view the organization structure without having to bother the HRs. This was quite helpful to Shruti, especially during the company's ISO audit. When she was required to share the organization structure, she didn't have to prepare a new document afresh.



Document management during onboarding: Keka has simplified the entire onboarding, especially the collection of documents. Before Keka, Unbox had data safety concerns in document storage. This was resolved with Keka, as it stores documents securely in a single place.



Employee-manager connect: Employees now find it easier to get feedback from their managers and peers with Keka. Any employee can request a one-on-one meeting and ask for feedback from anyone within the organization.



Automated reminders: With Keka, HRs don't need to remind employees about pending tasks. For example, the finance team at Unbox didn't have to remind employees to submit receipts. Automated reminders were sent out to employees with pending tasks with minimal manual intervention, through Keka.



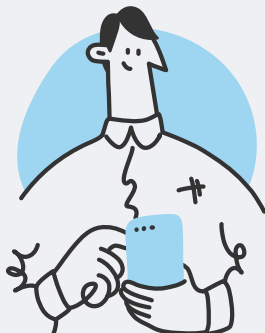
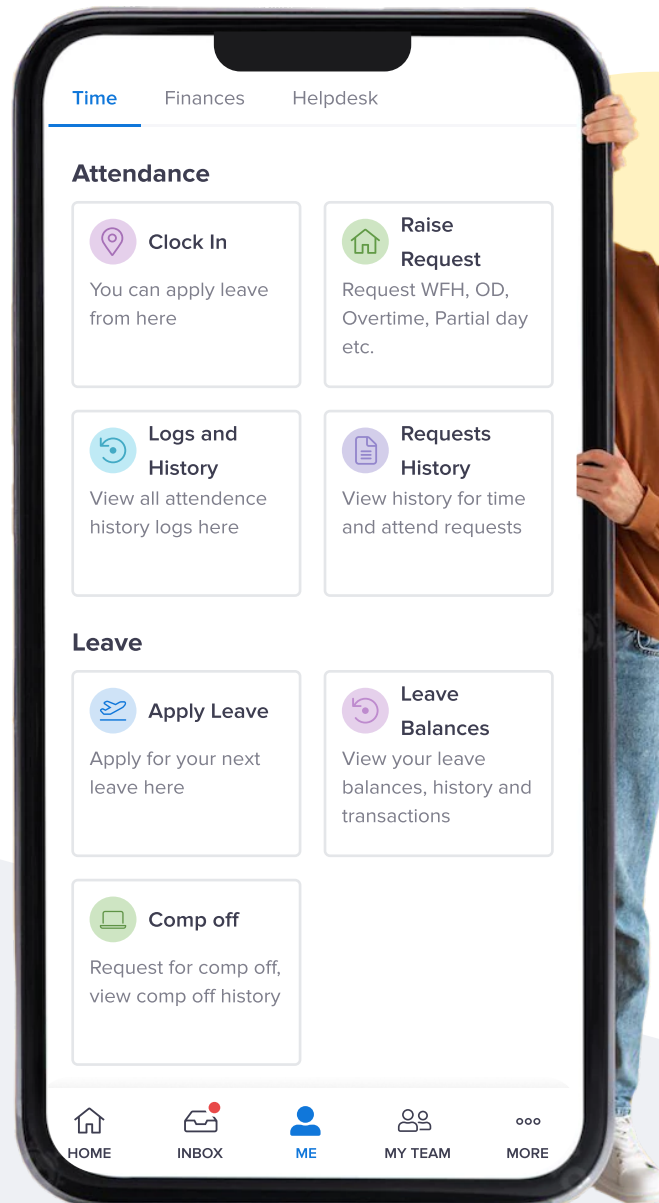
Simplified approvals: All approvals, including those of performance, peers to be nominated, expenses, and reimbursements, were automated to ensure nothing caused a bottleneck.



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 for representative purpose only*