keka

PRESENCE MATTERS

How Geo-fencing plugged the hole of chronic staff absence in sales

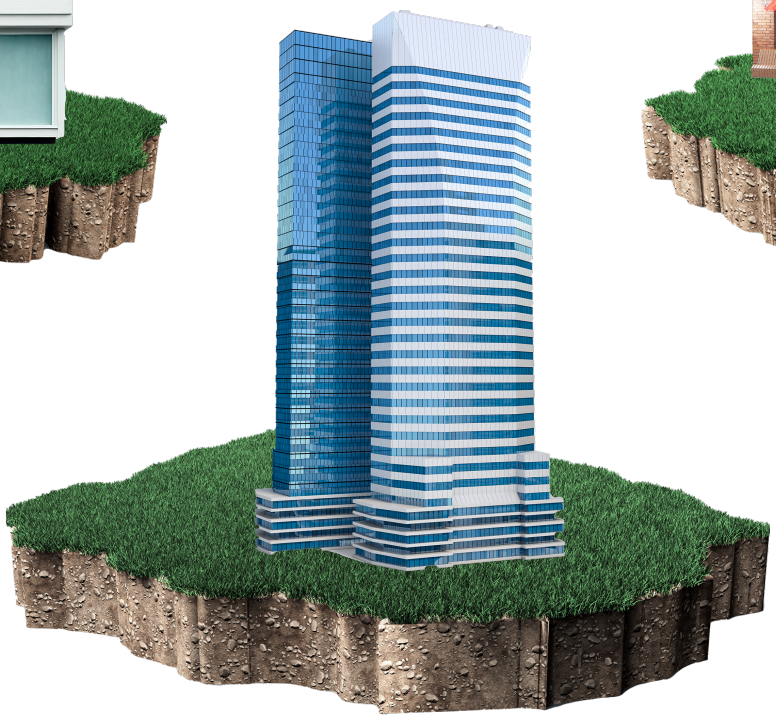
Branch 2

Avg working hrs - 6
Late Arrivals - 7



Headquarters

Avg working hrs - 8
Late Arrivals - 5

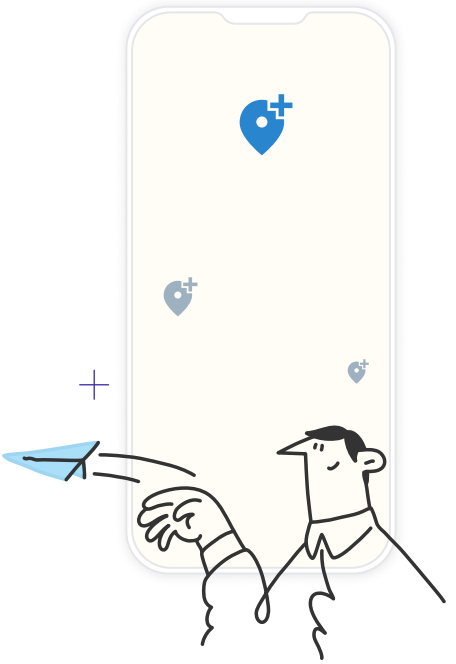


Branch 1

Avg working hrs - 7
Late Arrivals - 24



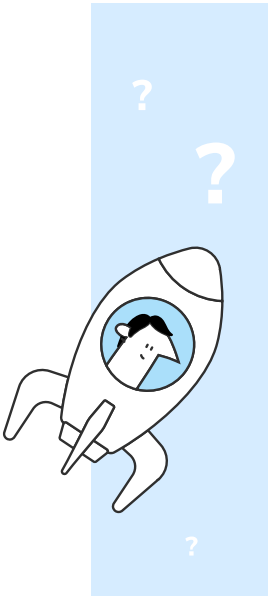
The rise and rise of Sohail Mansoor's mobile retail chain



Sohail Mansoor was a happy man. Not satisfied, but happy. He was the brain behind the creation of a multi-brand Mobile retail chain. Headquartered in Dubai, his retail chain had grown into 36 top-notch stores, strategically placed across all major cities in the Middle East.

Sohail had invested his life and blood into his business. With his unique and engaging management style, he transformed his stores into places where customers always felt welcomed. The sales staff was prompt and went out of their way to assist customers who visited any outlet. After 35 years of success, Sohail had decided that it was time to expand at a much more rapid pace. He had set the stage for 30 new outlets every year.

Rapid expansion brings an unexpected challenge



Within a span of 6 months, Sohail's mobile chain had scaled up its sales force with 40 new employees. Since this was the first time his company had scaled up on such a massive level, Sohail had decided to place all 40 employees in strategic locations clustered into a single city. He was personally monitoring the performance of these stores and coordinating with the managers of each outlet.

The first red flag emerged when sales at 7 newly opened stores started to decline. These stores were manned majorly by newly hired sales folks. Unknown to many of his managers, Sohail had his own independent mechanisms through which he came to know that customers were not happy in these stores. Most of the complaints he received mentioned the non-availability of staff. This had impacted the sales directly, and also dampened the huge customer centric positioning that the business was known for.

Cutting to the chase – identifying the main problems



Rakesh, the HR manager and Sohail's confidant, immediately sprung into action the moment he came to know about the building crisis. He called for a series of meetings with other managers along with Sohail, and they began collecting feedback from store heads, sales teams, as well as customers. They were able to zero in on the following problems:

- Some of the sales personnel were leaving the stores unattended, due to which customers were felt ignored
- During peak times, especially after office hours, customers expected prompt service and attention when they walked into the stores. This was not happening.
- A big number among the new sales staff were not trained as to how to be active in dealing with customers, in showing them around and making them feel welcomed.
- Some employees were primarily hanging out at nearby shops, taking frequent smoke breaks.
- The cluster managers who were supposed to visit the stores allocated to them on a daily basis hardly reported on time.

Everyone suffers due to handful of employees

A considerable number of the new staff had shown exceptional zeal and were doing great. They were punctual and were shown superb dedication to their job. However, the less-enthusiastic and sometimes careless attitude of some of the sales staff was impacting the organization at a massive scale, negating the efforts put in by others.

The major cause behind these problems was the lack of self-accountability and lack of systems and processes. When customers throng the stores at the peak time – especially after office hours on weekdays, they expect to receive proper support from the salesperson for their purchase requirements, and the customers are usually in a hurry. No prompt service from the salesperson means lost business; there's no scope for error here.



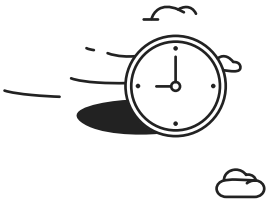
Finding the right antidote. Biometric devices were not enough

Rakesh was fairly convinced that the casual attitude of some employees was leading to a declining customer experience. But he also realized that micromanagement was neither viable nor productive. He wanted to find a way through which the business could ensure the continued presence of all staff members within the store.

His friends and mentors from the HR fraternity suggested that biometric devices could potentially solve the problem. However, since their business was of a retail chain, it would be next to impossible to implement as customers constantly walked in and out of the stores and the door is always open.

In search of a solution, Rakesh once visited a friend of his at his office. While he was waiting, he observed that no employee was recording attendance. There was no biometric machine in sight, and everyone was just walking in and out. Upon enquiring, he came to know that the login and logout happened automatically through geo-fencing.

Elated over his find, Rakesh lost no time in finding out who was the best solutions provider for geofencing based attendance. A colleague's reference led him to Keka. Keka's cloud HR advisors analyzed the problem in detail and began working with the team to implement a fool-proof mechanism of tracking.



A fool-proof way to ensure presence

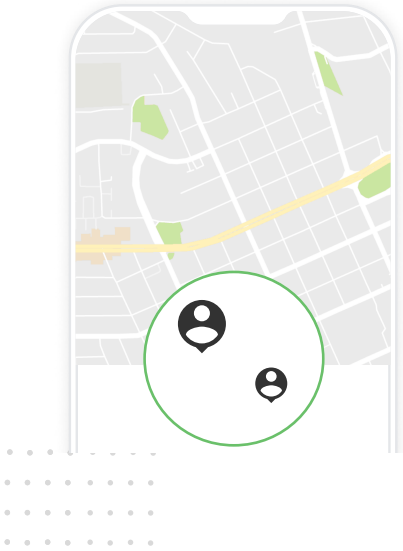
Rakesh and his team were introduced to a new attendance mechanism by Keka that was based on geofencing to track attendance for the employees. The new mechanism helped the HR team to create a geo-fence around the store so that attendance would be automatically tracked via mobile app if a salesperson entered the premises of the store. Similarly, if the salesperson left the premises, the system would automatically track it via the Mobile app

Now HR team and the Department heads were easily able to track:

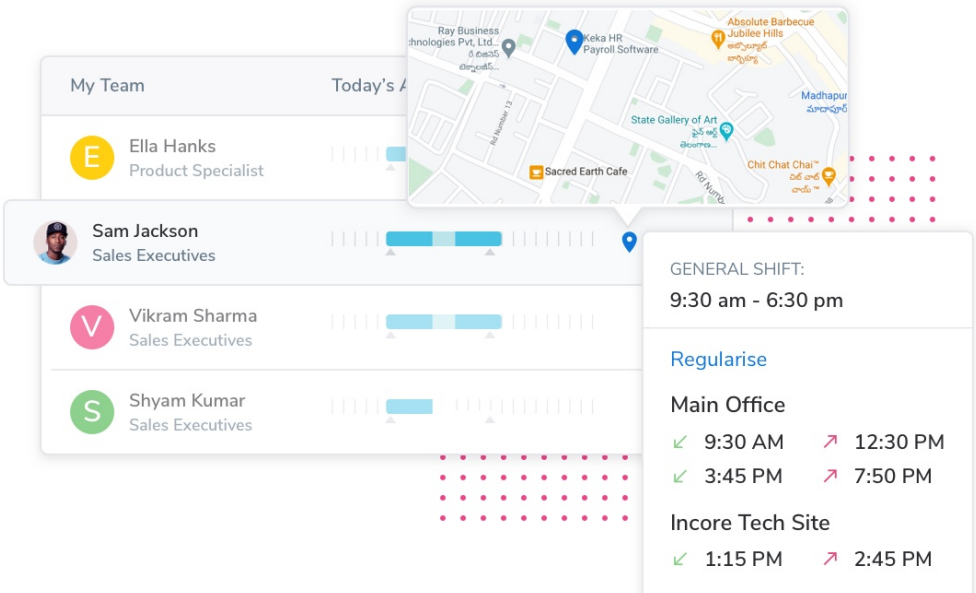
On-time arrival of employees; how many were on time, and how many came late regularly

How many hours were the sales people available in the store

How many minutes or hours were the sales people away from the showroom



This tracking mechanism brought transparency without the managers having to restore to micromanagement and other time-consuming manual methods. The department heads and managers started meeting every week to check on the key metrics of staff arrivals and time spent at the outlet.



A 90-minute increase in average working hours across 7 outlets

PRODUCTIVITY INCREASE BY 180 DAYS



RAKESH AND HIS TEAM WERE ABLE TO INCREASE PRODUCTIVITY BY **180 DAYS PER MONTH**. THIS ACCOUNTS FOR **AED 54,000 EVERY YEAR.**

After the implementation of the solution and regular intervention by the immediate managers and department heads, there was a clear change in the attitude of all sales personnel. They were more engaged and had begun to handle their responsibilities with more care. The average number of effective hours spent by employees increased by 1.5 hours every day. The team was able to achieve 180 work days per month, accounting for AED 4500 per month.

The employees who were very diligent in their work expressed immense happiness over the new process. On the one hand, they were satisfied that their efforts were set in stone as everything was recorded. On the other hand, they could see that everyone was being more responsible towards being on time and being present at the store.

Rakesh reported the same to Sohail, who heaved a sigh of relief.

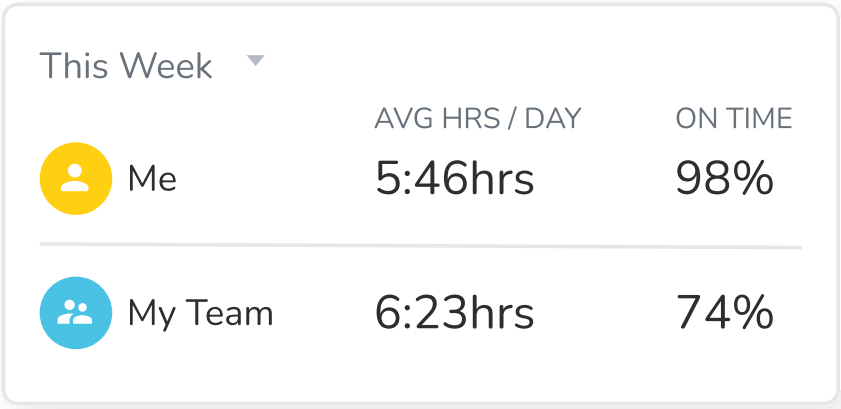
The beginning of a longer journey – self-accountability

Both Sohail and Rakesh knew that ensuring compliance in attendance was just the beginning of the journey. They both knew that great customer service could only be achieved through a culture of self-accountability, something that was driven from the inside, not enforced from the outside. They had set their sights on achieving this by making their employees think in the direction of self-accountability at all levels.



Keka's platform was built to support the concept of self-accountability for all employees at each level. Every employee could see how his/her teammates were doing in terms of on-time arrival and time spent in the store. These data points naturally triggered a sense of competition and obligation among the employees.

Employee View on the Platform



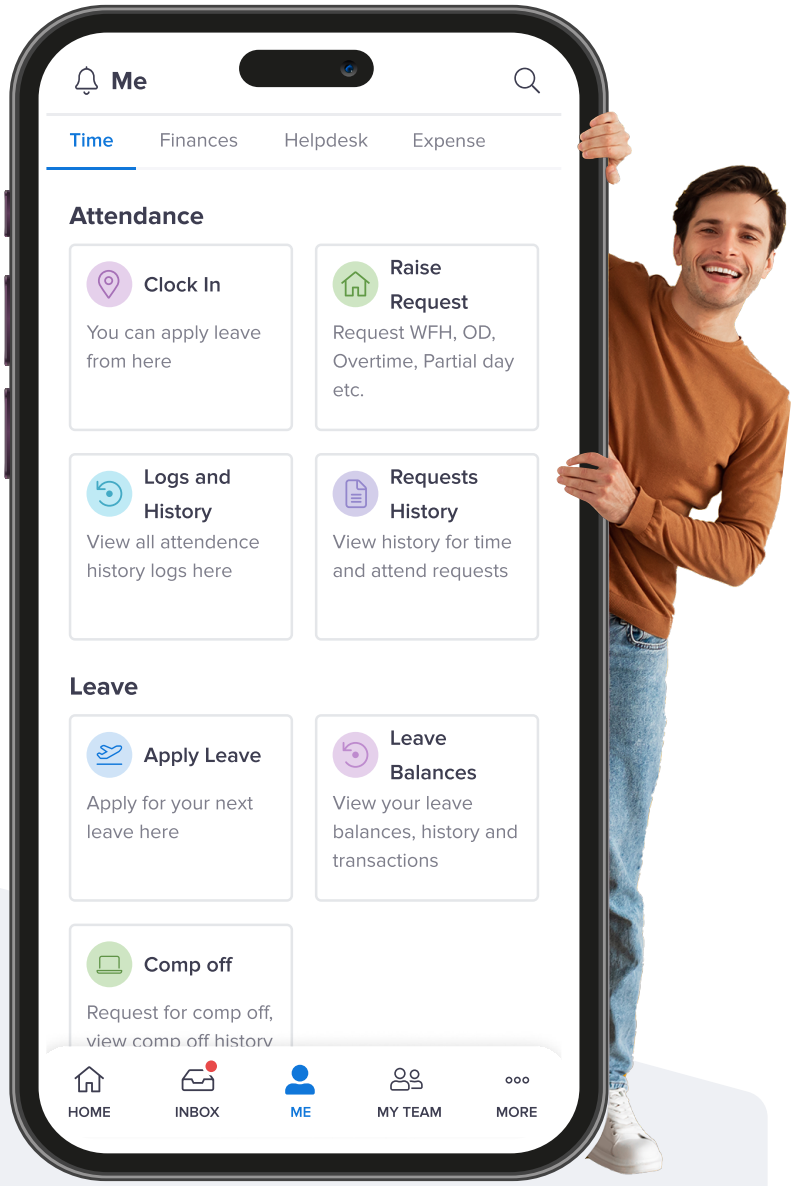
Managers now had data points to identify which sales person was abiding by the attendance rules and were going out of their way to ensure customer satisfaction. This helped them start a tradition of recognition and awards. Naturally, it was a big hit. Within a span of 7 months, Sohail observed that the complaints from the aforementioned stores had reduced substantially, which meant that the weekly meetings to monitor work were no longer needed.

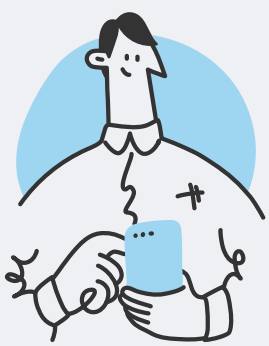
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About Keka

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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