



Spotlight on efficiency: Aha Media’s quick payroll turnaround with Keka



Industry - Media and Entertainment

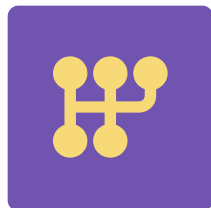
Employees Count - 100+

Introduction

Aha is an India-based over-the-top streaming service offering exclusively Telugu and Tamil-language content. Owned by Arha Media & Broadcasting Private Limited, the service soon grew to have over 40 million users.

Seeing their business rapidly expand, the leadership decided to revamp their processes for better workforce management. Consequently, they opted to implement an HRMS solution.

Challenges:



Traditional recruitment process



Limited attendance management system



Time-consuming, non-integrated payroll



Manual and error-prone reimbursements

Faced with these challenges, Anudeep Kosuri, the HR Manager, and the management team carefully identified and prioritized the essential requirements to fully automate their HR processes.

Requirements checklist:

An HRMS with user-friendly UI to drive adoption among employees

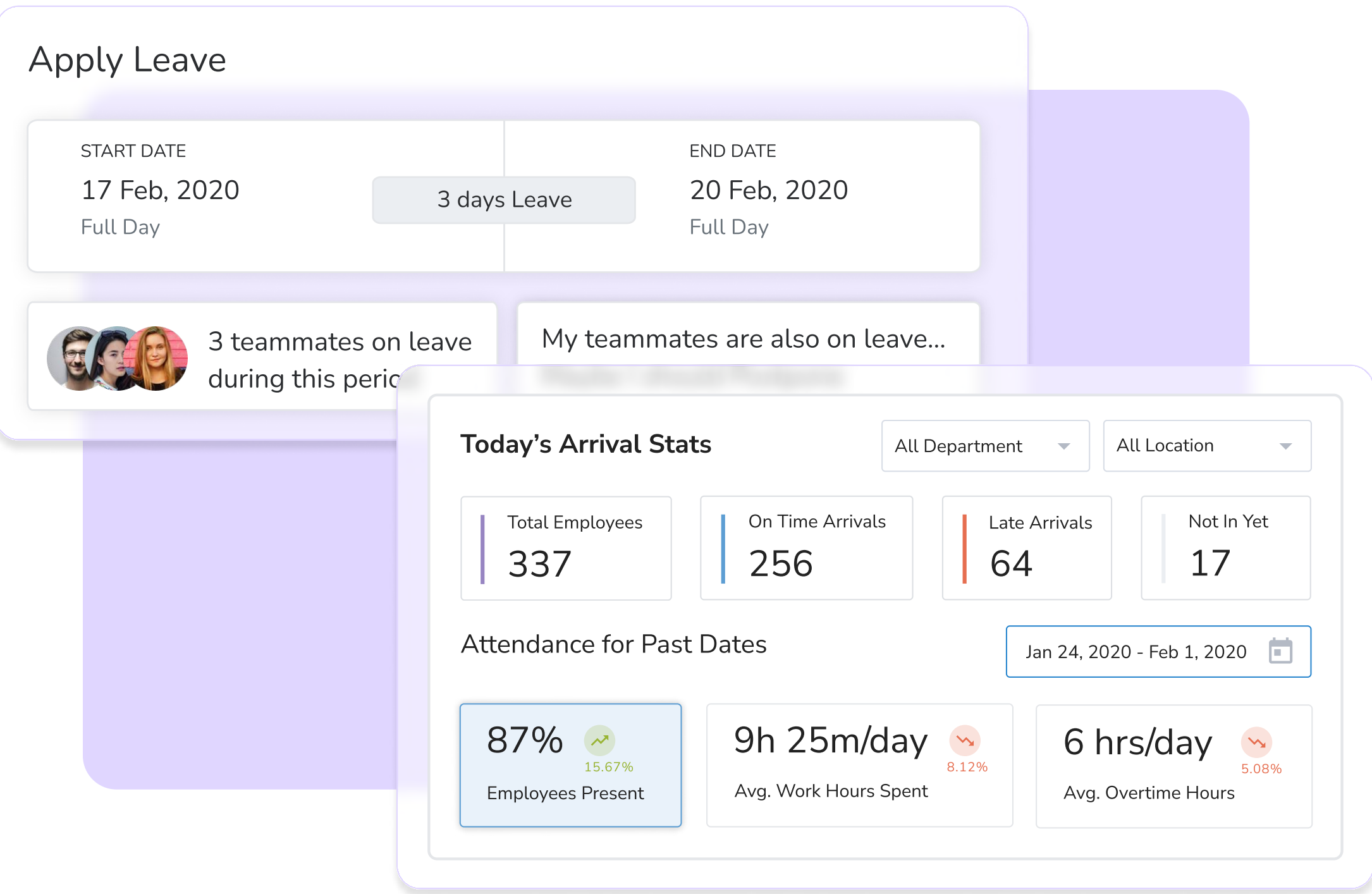
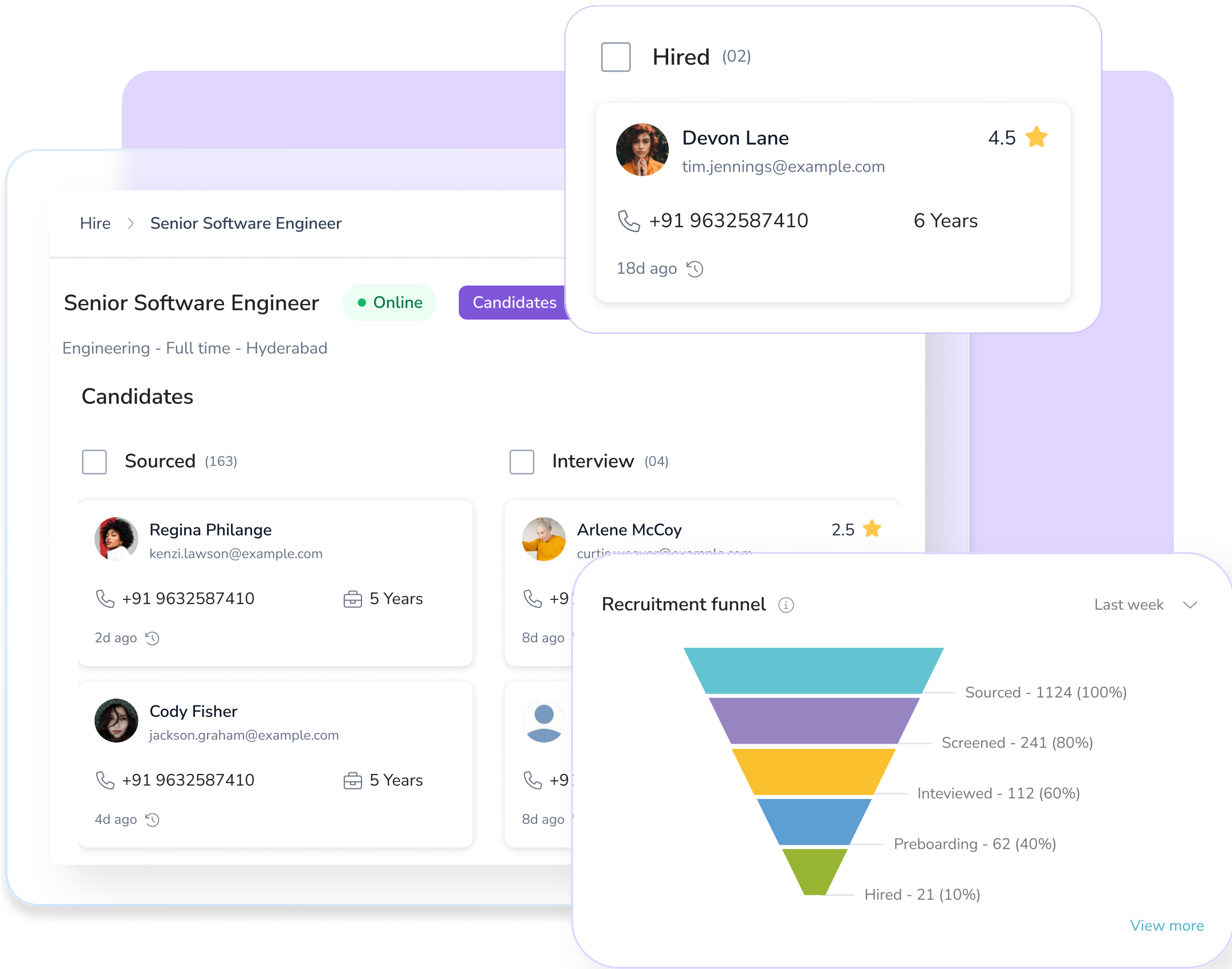
Detailed recruitment reports to optimize and improve hiring

Automated attendance integrated with biometric devices

Error-free payroll and expense management

Automated hiring

Managing numerous candidate profiles was a significant struggle. However, with Keka, Anudeep established a fully streamlined and automated hiring process. Keka enabled real-time tracking of candidate performance, greatly enhancing visibility. Additionally, Keka allowed them to track recruiter performance and the quality of hires through reports and insights.

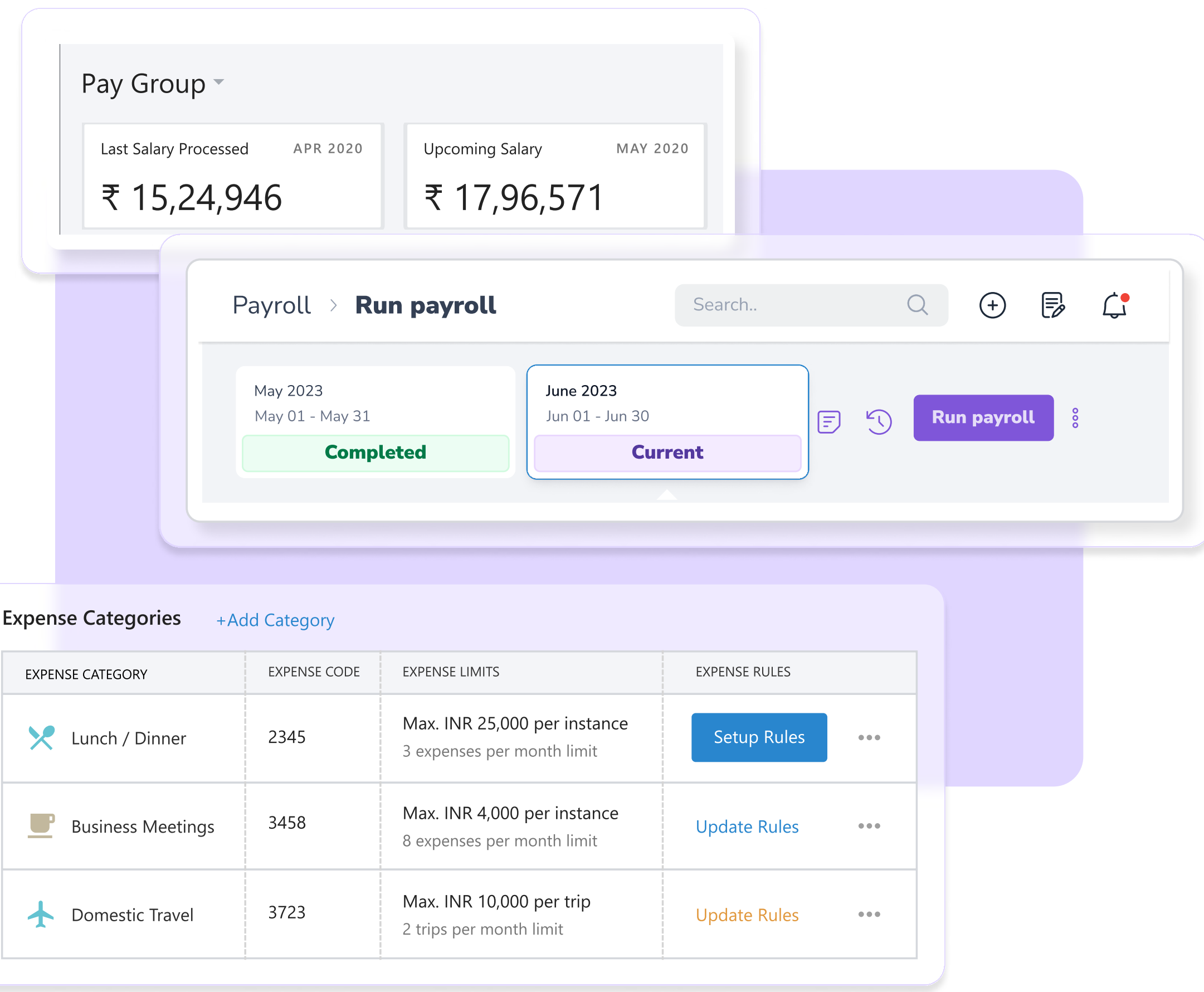


Seamless attendance and leave

Aha faced challenges with recording employee attendance due to reliance on manual processes and biometric data. Keka's straightforward approach and ability to seamlessly record data directly from the biometric system streamlined attendance tracking and eliminated manual efforts, enhancing the employee experience. Keka centralized all leave records, providing transparency and complete visibility for better leave tracking.

Payroll and expenses reimagined

With Keka, the company successfully automated the payroll process. The integration of attendance and leave data with the payroll system enabled the team to complete the entire process within only two days. Keka also overhauled the expense management process, allowing employees to raise expense tickets and track their status directly from the portal. This enabled timely, policy-driven request submissions, significantly improving the overall experience.



Anudeep Kosuri
HR Manager

"With Keka, our recruitment process has become streamlined and efficient. The automated reports and candidate tracking have made a significant impact on our hiring timelines."