

Ketto **reduces time-to-hire** for 300+ positions with efficient hiring processes



Introduction

Ketto is a crowdfunding platform based out of Mumbai, with a mission to use technology to help as many people in need as they can by making healthcare more accessible.

To stay true to their mission and to manage their rapidly increasing employee count, they decided to leverage Keka's technology to revamp their HR processes. Their journey began with streamlining attendance management, followed by significant improvements in recruitment and performance management.

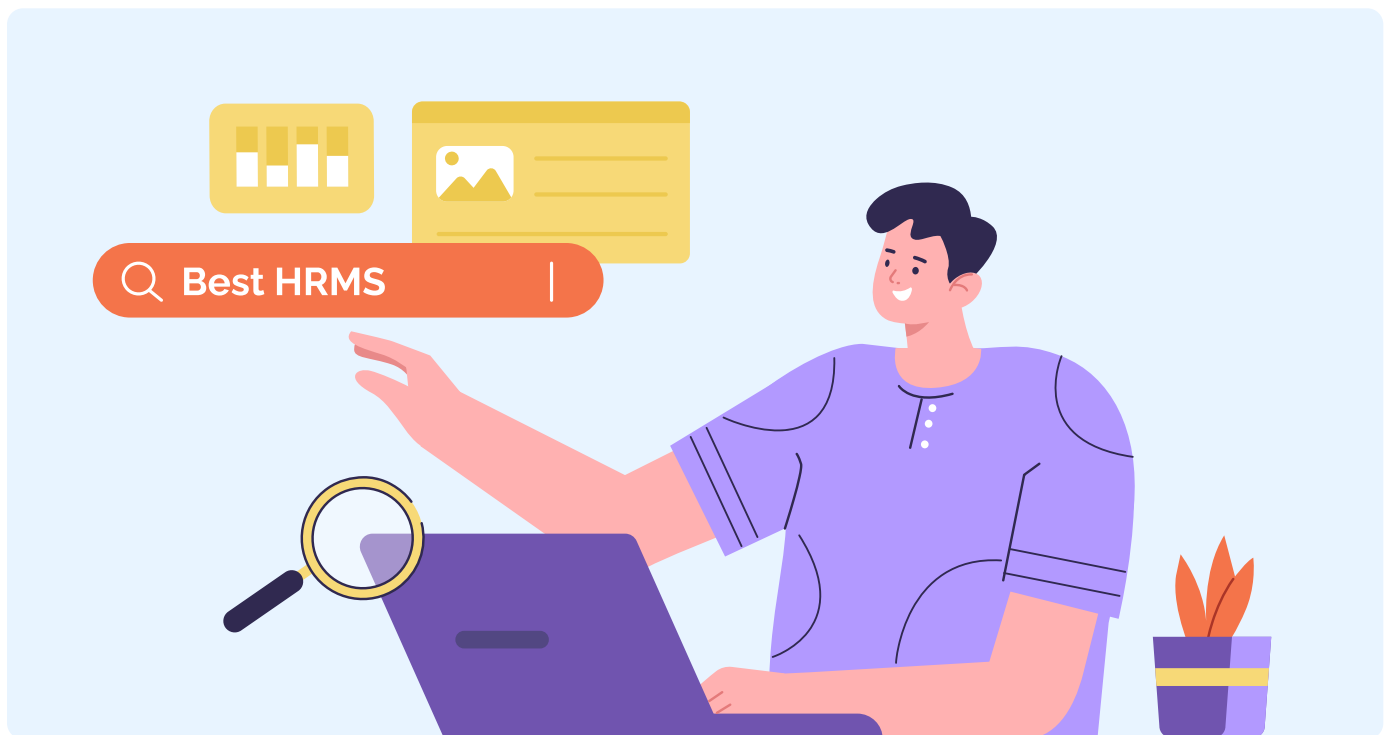
 Industry - IT Services and Consulting

 Employees - 400+

Looking towards a future with digitalization

The management team at Ketto, along with their HR Manager, Sonam Singh, identified several critical challenges that needed immediate attention:

- Bulk hiring became a challenge due to the slow and manual recruitment process
- Admins had to manually contact new hires for document collection, leading to an average onboarding experience
- Excel-based attendance tracking via biometric lacked the capability to record precise in and out times
- This resulted in difficulty in managing attendance with a growing employee count
- Payroll processing was time-consuming due to the lack of readily available data
- Without a proper verification process, expenses were not always approved on time
- Tracking and evaluating employee performance was complicated without a comprehensive platform



With their challenges clearly outlined, Ketto began exploring potential HRMS solutions. Among the available options, Keka emerged as the optimal choice, thanks to its simple and intuitive user interface.

Hiring 300 people? It was never this easy

One of the areas that Ketto looked to revamp was the recruitment process:

- Resumes were sent via emails and had to be approved manually by the recruiter
- Recruiters had to micro-manage every step to ensure the right candidates were hired
- This led to delayed hiring, negatively impacting the new hire experience
- Bulk-hiring 20 people every week for a new project was impossible with the existing process

Upon implementing Keka, the recruitment process became significantly streamlined:

- With everything available on a single platform, tracking each candidate's progress became easier
- The dashboard provided hiring managers with a transparent view of the overall hiring process
- Rapidly hiring 20-30 new people every week became routine with the new system
- Enabled the company to launch the new project without any fuss
- Improved the overall candidate experience
- Keka enabled the generation of reports, providing insights into various hiring metrics

The image shows a screenshot of the Keka recruitment platform interface. At the top, there are tabs for 'All Candidates', 'My Candidates', 'Talent Pool', and 'Archived'. Below these, there are filters for 'My pools', 'Shared to me (3)', and 'All pools'. A '+ Add candidate' button is visible. The main section displays a table of candidates with columns for 'CANDIDATE NAME', 'EXPERIENCE', 'SKILLS', 'RECENT NOTE', and 'ACTIONS'. Three candidates are listed: Daryl Dixon (8 Yrs, UX Design, Figma, Sketch +3), Kathryn Murphy (19 Yrs, Angular JS, React, JS +3), and Leslie Alexander (3 Yrs, Communication, management). Each candidate has a 'Move to Job' button, a 'More' dropdown, and an 'Archive' button. A dropdown menu for 'Manage talent pool' is also visible.

CANDIDATE NAME	EXPERIENCE	SKILLS	RECENT NOTE	ACTIONS
☐ Daryl Dixon	8 Yrs Louis Vuitton	UX Design, Figma, Sketch +3	The candidate is very good 3 more notes	Move to Job More Archive Manage talent pool View bulk upload history
☐ Kathryn Murphy	19 Yrs Bank of America	Angular JS, React, JS +3	The candidate is very good 3 more notes	
☐ Leslie Alexander	3 Yrs Ferrari	Communication, management	This candidate seems like ... View	

Representative screens and data

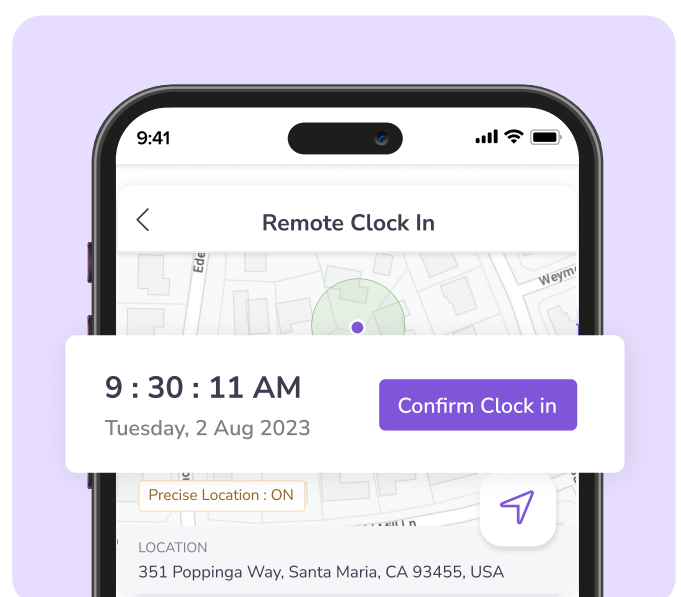
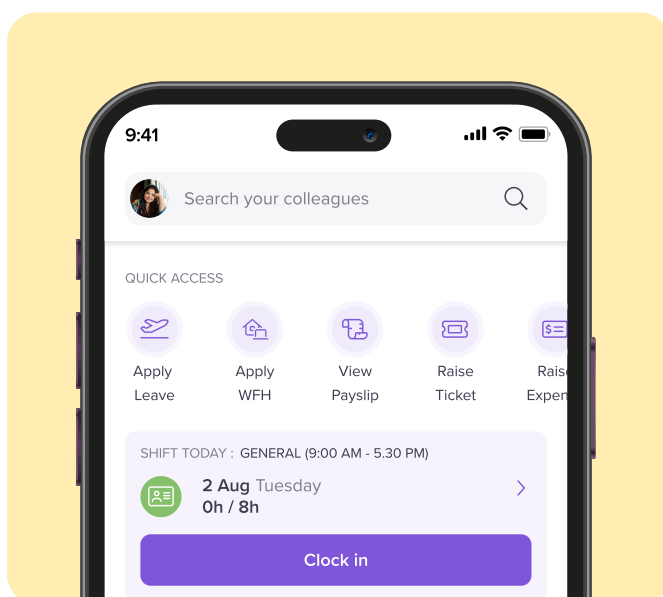
Optimizing employee clock-ins and clock-outs

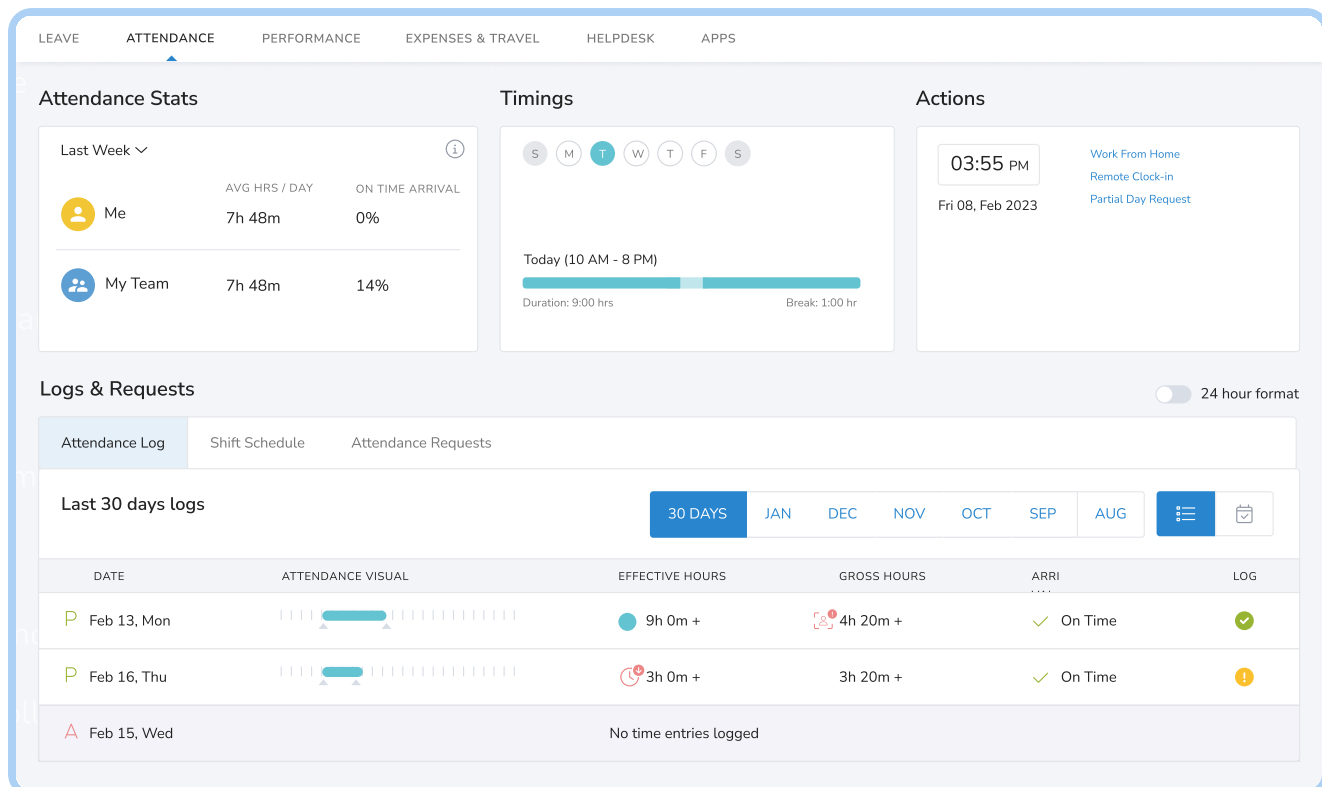
Previously, Ketto's attendance and leave management processes had been a problem:

- Attendance tracking lacked a structured process
- Biometric logins didn't record precise in and out times
- Manual entry in Excel sheets led to errors
- Attendance inaccuracies caused delays in payroll processing
- Managing different divisions with varying work hours added complexity

Upon integrating Keka's Attendance and Leave module, these issues were effectively addressed:

- Employees could clock in remotely via their mobile devices
- Comprehensive data capture ensured accuracy and consistency
- Sometime later the biometric system was linked with Keka
- The data was then sent to the finance team for payroll processing, saving a lot of time
- New policies regarding employee attendance were introduced to optimize the process
- Allowed the admins to modify any details as per their preference
- Separate leave policies were implemented for divisions based on their respective working hours





Representative screens and data



Sonam Singh
HR Manager

One of our main reasons to choose Keka was to improve the employee experience. Our employees are very happy with Keka, mainly because of its user-friendly and easy-to-learn features.

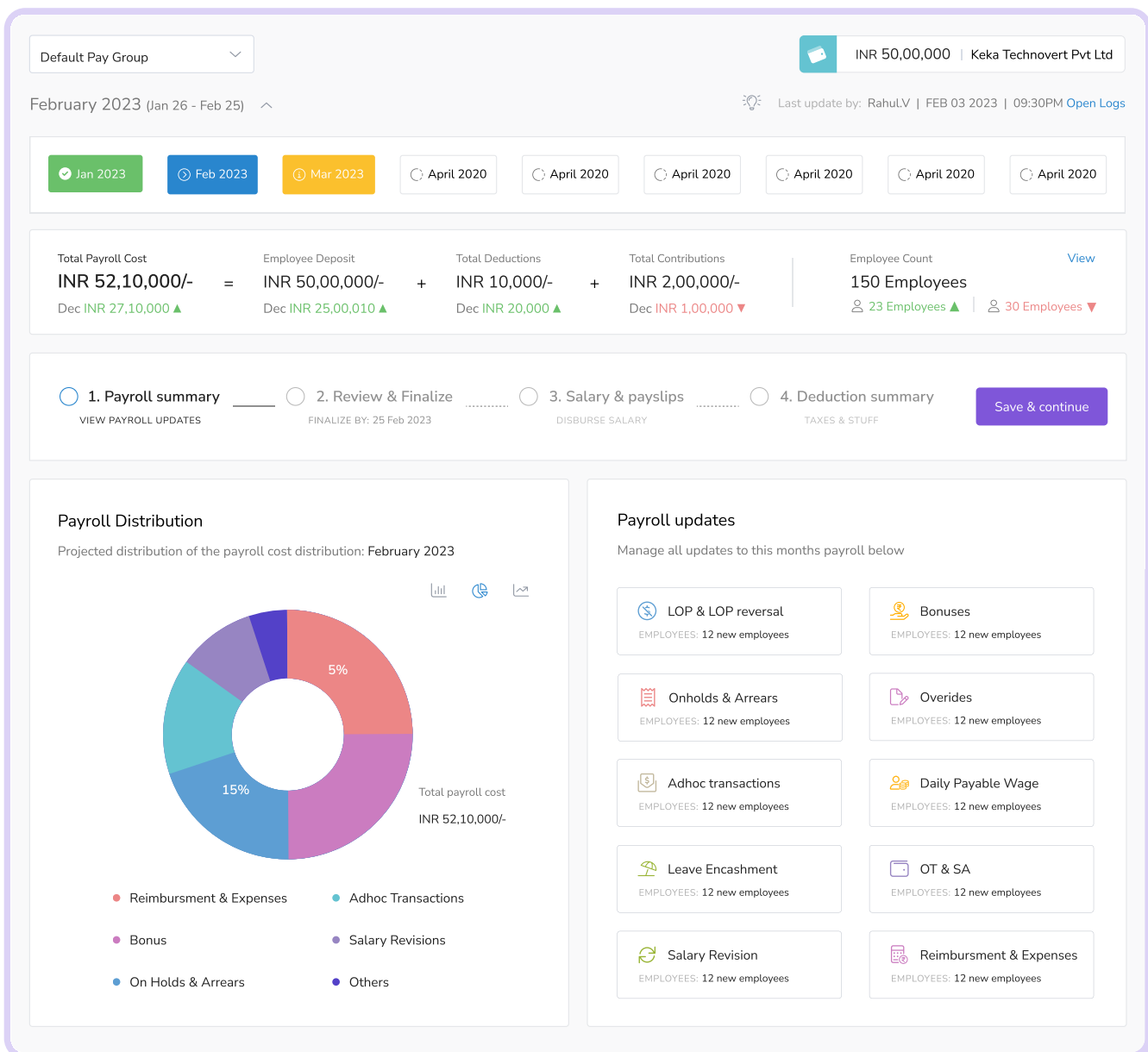
Simplified payroll processing

The payroll process at Ketto had its fair share of hiccups:

- Payroll processing was outsourced to a third-party agency
- Post-processing, the finance team handled salary disbursement
- Manual checks by the finance team were necessary to ensure accuracy
- Resolving discrepancies required direct communication with employees

With the implementation of Keka, the entire payroll process is now managed by Ketto:

- With the payroll module, there was no requirement of an external team
- The two employees in the finance team were able to manage the entire payroll cycle efficiently
- With no manual calculation needed, the process became more convenient and free of errors
- Automated reminders streamlined discrepancy resolutions with employees
- The entire process was now being completed within 2-3 days
- Streamlined processes ensured compliance across all three pay groups



Representative screens and data

Defined approval chains for expenses

The original expense management process had a lot of hurdles:

- › Employees manually emailed the finance team for expense claims
- › Manual verification of hundreds of invoices often led to delayed approvals
- › Absence of an expense policy meant no defined monthly spending limits
- › There was no visibility into department-wise expenditure

With the introduction of Keka, a lot of changes were made to existing process:

- › Separate approval chains were established for different departments, ensuring thorough verification
- › Responsibility for managing claims shifted to the HR team
- › They were now able to introduce an expense policy with a cap on the amount being spent
- › Keka's features enabled detection of fraudulent invoices
- › Implemented a new feature of Advance Payments which was found to be helpful for the Marketing team
- › Detailed reports from Keka provided insights into departmental spending, facilitating informed decision-making

Vacation

Money for vacation

Reject

Approve

Joseph K Christopher

Sr. Product Designer

REQUESTED ON

08 Dec 2022

REQUESTED

INR 20,000

REQUEST STATUS

Yet to be approved

WAITING ON

Rajarshi Banerjee +1

Advance and Bookings

Food	REQUEST TYPE Cash Advance	AMOUNT INR 10,000	EXPENSE CATEGORY Cash	WAITING ON Rajarshi Banerjee	
Travel	REQUEST TYPE Cash Advance	AMOUNT INR 10,000	EXPENSE CATEGORY Cash	WAITING ON Devika Kumar	

Representative screens and data

Upload Receipts

You can preview the uploaded receipt



Sonam Singh
HR Manager

”

With Keka, we've been able to dive deep into every expense detail, which has made a huge difference in how quickly we can approve claims.

Performance management **receives a new update**

Keka enabled Ketto to streamline its appraisal process through a unified platform:

- A single dashboard facilitated the creation of charts based on organizational and departmental goals
- Enhanced transparency allowed employees to view their performance reviews in real-time
- HR administrators gained the ability to modify OKRs and goals seamlessly
- Changes were managed through an official approval chain for accountability
- Keka ensured accurate maintenance of comprehensive employee records, including historical performance data

Company-wide employee **query window**

Previously, there was no proper channel of resolving employee queries:

- With the existing process, managing the increasing volume of queries became difficult
- Employees communicated their queries via email or Slack
- All the queries were sent to Sonam and she had to send it forward to the responsible personnel
- Due to the manual process, there were instances where queries were left unresolved

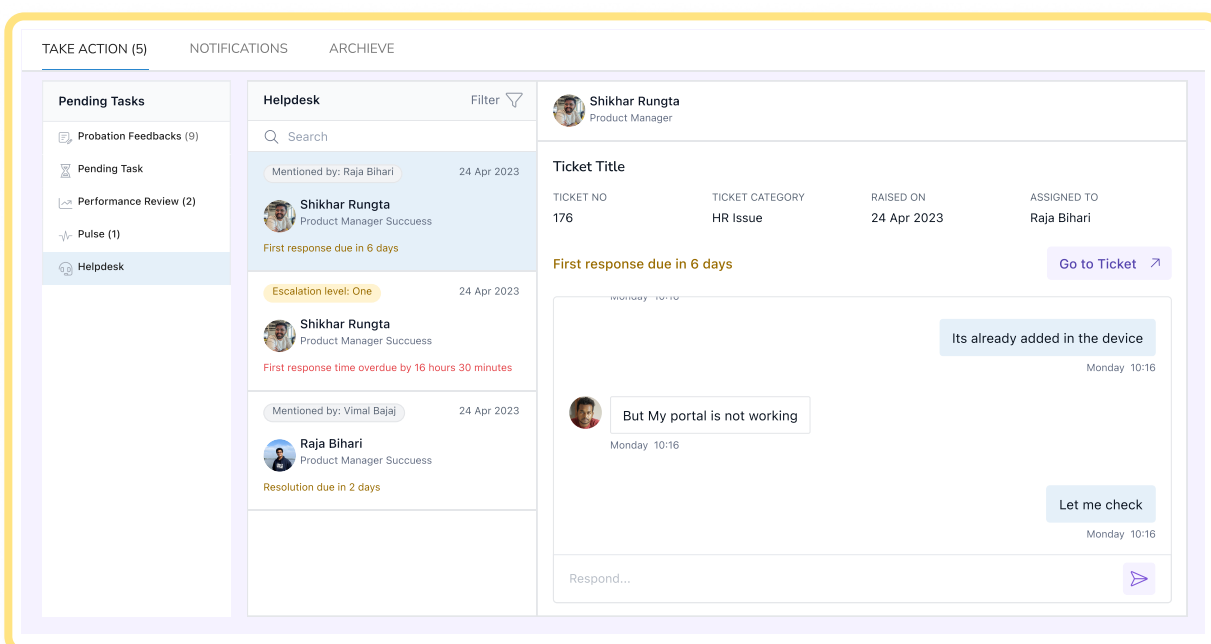
With Keka, a Helpdesk feature was introduced which solved all the above problems:

- ▶ Helpdesk categorized queries based on priority, ensuring efficient handling
- ▶ Employees could directly submit grievances through the portal
- ▶ Queries were automatically assigned to designated stakeholders upon submission
- ▶ Reports generated from Helpdesk data identified areas for improvement
- ▶ Queries were resolved promptly, eliminating delays
- ▶ Insights from query resolutions informed policy adjustments by the HR team
- ▶ The number of daily tickets decreased significantly, from 30 to 7
- ▶ Helped making the higher management realize the importance of HRs in the organization



Our C-suite executives are actively using Keka to track the progress of the department heads. Using this data, they also provide feedback to them.

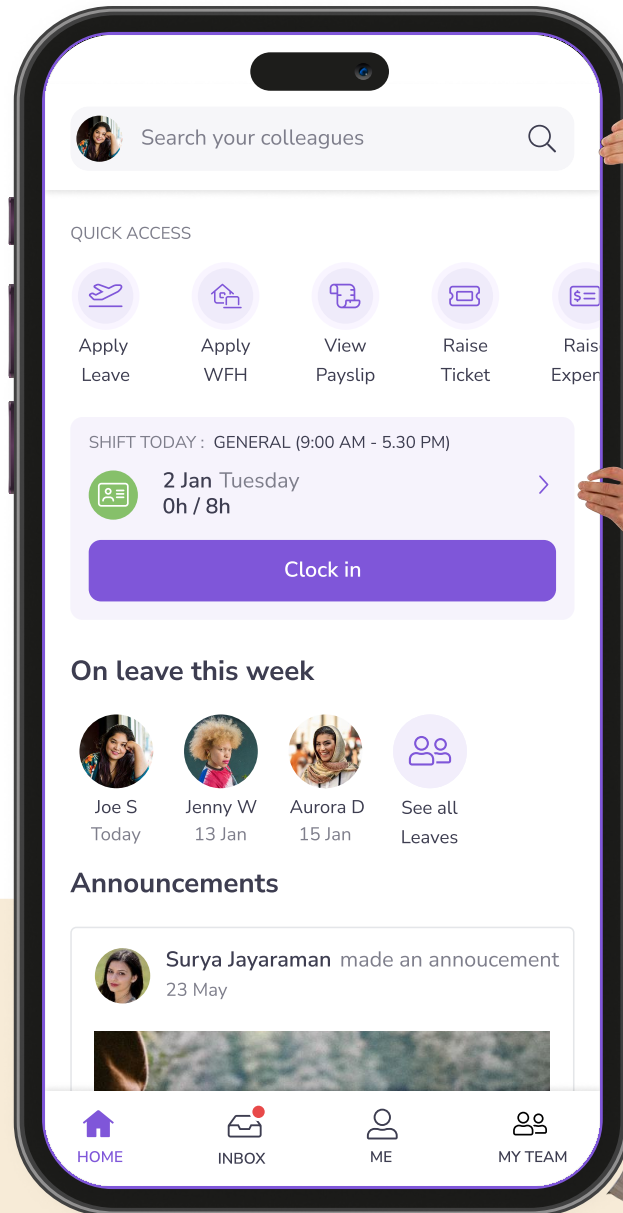
- Sonam Singh
HR Manager



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!

📞 Sales: +91 8929208062

✉️ Mail us at: isales@keka.com