

HR is not a cost centre.

Transformation Case Studies

Here are case studies of HR as a transformative agent for businesses, contributing to greater productivity and revenue by automating their processes and addressing the challenges of changing work environments.

With a little help from HONO.

"To win the marketplace, you must first win in the workplace."

Doug Conant

President and CEO until 2011, Campbell Soup Company

The Spotlight On HR

What, Why & The New Corporate Cry!

Businesses have always valued HR, but primarily as a support function.

Corporate alleys are used to drawing categories like revenue centres and cost centres, often relegating HR to the latter. While no organisation has undermined the value of HR, every organisation has been guilty of valuing HR as the space for 'soft matters', and board rooms across the world have rarely pointed the spotlight at the chair marked Human Resources.

But the post-pandemic world has created a paradigmatic shift that usually takes decades to happen, making the workforce globally question certitudes like success, employment, the perception of the professional, the value of money, leisure, fraternity, and

life. And this triggered the Big Quit, which is rapidly settling into a new normal.

This has impacted businesses and raised uncomfortable questions on productive efficiencies and workforce happiness, matters that directly influence the direction of



"There have been times when business transformation has been led by product, by brand, by sales. But this time, the nature of change in the workspace has put the spotlight firmly on the HR."

Mukul Jain Founder & CEO I:HONO.





NBC Bearings 6-11

PRIMARY OBJECTIVES: PEOPLE & PRODUCTIVITY MANAGEMENT

re-inventing work & workforce by seamless transition from multiple legacy systems to tailor-made solutions on a single platform.

Spencer's Retail Ltd. 12-17

PRIMARY OBJECTIVES: ATTRITION, PEOPLE-DATA & ANALYTICS MANAGEMENT

HR processes automation for retail workforce by migrating from legacy systems to a customised future-ready one

Aakash + Byju's 18-23

PRIMARY OBJECTIVES: EMPLOYEE EMPOWERMENT, ENGAGEMENT & MORALE MANAGEMENT

use of AI-backed full suite of hire2retain HRMS replacing existing systems to optimise Edu-tech people processes

Dainik Bhaskar Group 24-32

PRIMARY OBJECTIVES: DECADES-OLD DIGITAL & NON-DIGITAL HR DATA MANAGEMENT & INTEGRATION

systemic transformation of legacy HR systems used in old media by efficient migration to automated single-source-of-truth HRMS.

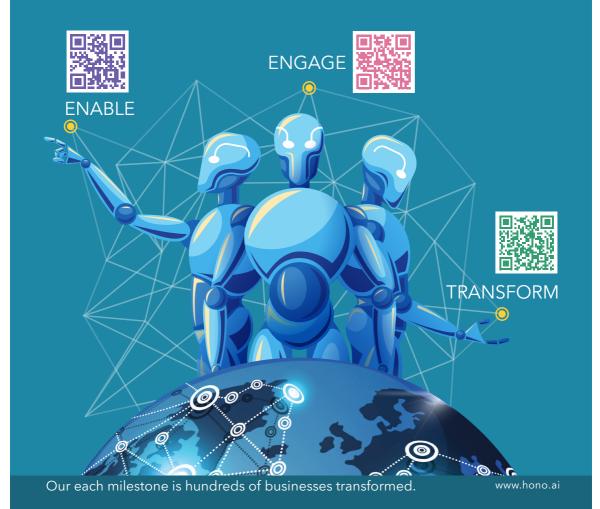
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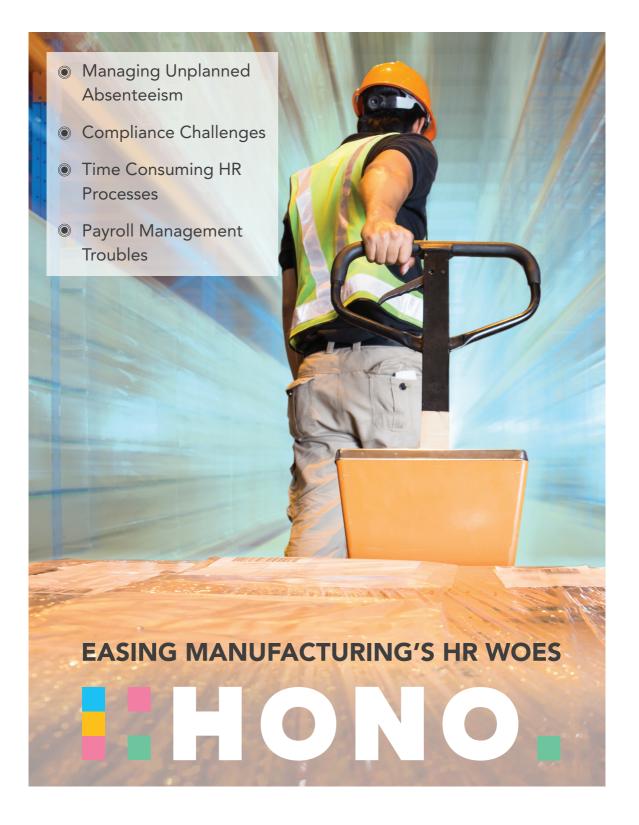
Thank you for trusting us.





A full HRMS suite of powerful Al-backed HR solutions designed with built-in productivity drivers and employee retention tools.





Trusted by the best names in Manufacturing















Among India's 100 Best Companies to Work For (by Great Place to Work)

NBC Bearings is a quintessential manufacturing company with massive scale of operations. An integral part of CK Birla Group, it is India's leading bearings manufacturer and exporter, renowned for excellence in quality and delivery. Equipped with global manufacturing and process technology and one of the best R&D centres in the country, NBC caters to the automotive, industrial and railway segments. Known for their many accomplishments and driving the best employee experiences, they have been ranked among India's 100 Best Companies to Work For by Great Place to Work.



NBC Bearings

re-inventing work & workforce by seamless transition from multiple legacy systems to tailor-made solutions on a single platform.

How is NBC Bearings using HONO for People & Productivity Management?





NBC had multiple legacy HR systems in place, which were struggling to cope with the dynamic needs of the times.

There was a need for a profound, intelligent HRIS that could manage organisational processes and enable employees with self-service tools, improving engagement and productivity at NBC. A people-solution for them had to be state-of-the-art, as their reputation for best practices in HR and people-management precedes them.

NBC wanted to implement an agile, easy to configure, customisable and integrated system to enrich employee experience and to empower the workforce.

"A savvy, new age product is what NBC needed and that is what HONO got us. An easy to understand, fully integrated system helped us. HONO solution digitised our processes and truly helped, but it is the team at HONO that made it possible. It is refreshing when the team owns up the project as their own."

Sandeep Gautam

CHRO, NBC

Pain-points & Challenges

A great deal of NBC's challenges were reflective of the challenges faced by large companies struggling with legacy systems post covid.

A centralised, integrated and highly configurable system was the need of the hour. There was a pressing need to efficiently execute HR processes and to enable HR in a way that allowed it to support business-functions, resulting in positive impact on productivity.

The problems that NBC was looking to address were as follows:

- Architectural rigidity in legacy system
- Absence of an intuitive mobile-first, employee-friendly interface
- Lack of an integrated & customised solution to meet workforce needs
- Choked-up bandwidth of HR team, leaving less time for strategic initiatives
- Delayed and unconsolidated data, resulting in delayed response



The NBC HR-led Transformation Designed & Executed with **HONO**.



The One-Size-Fits-One Approach

HONO's consulting approach led to a customised solution to meet the unique needs at NBC. A highly configurable solution helped NBC to transition from legacy systems and enhance employee experience with customised solutions without compromising on the scale and speed of execution.

After a thorough study and analysis of NBC's workforce, HONO designed a clean fuss-free, cost-effective and integrated solution to deliver accuracy and transparency at all levels in the organisation. The collaboration included white boarding, ground studies, and problem-solving at a granular process level. The aim was quick migration into a single platform and support of a high level of automation, which could free HR bandwidth, and could deliver on better productivity by increasing efficiencies.

THE HONO SOLUTION WORKED WITHIN 3 KEY GUIDING FRAMEWORKS:

Moment-of-Truth [MOT] Framework

The HONO MOT decodes the 9 critical moments of truth throughout the employee journey, providing evidence based, real time actionable insights and enabling a purpose-led culture at NBC.

• Single Source of Truth

HONO's end-to-end, fully unified and integrated system, simplified and streamlined all HR processes at NBC, enabling the HR team to add more value to the business with accurate analytics and consistent reporting.

Mobile User Interface

HONO's easy-to-use and easy to-learn mobile based solutions simplified the everyday processes at NBC by ensuring 100% adoption for a diverse workforce.

HIGHLIGHTS OF HONO SOLUTION FOR NBC

This also formed a roadmap for resolving their complex struggles with legacy systems and helped them emerge with sustainable, streamlined processes.

Employee Core

Seamless integration of all employee

data was done at one place, ensuring easy accessibility. Steps and processes to access and manage employee data for employee mobility, transfers, promotions and making changes to pay and grade were simplified.

Recruitment

An efficient & on-time hiring system was 'Enabled'. Central system was integrated with manpower planning and career portals to reduce manual intervention and generate desired results. An automated applicant tracking system was put in place that could shortlist ideal candidates for seamless recruitment.



Onboarding

An automated 100% paperless onboarding portal was created to set up employees for success from the very first day of their tenure.

Leave & Attendance

Manual interventions were removed and communication improved with real-time visibility of accurate data. This data was integrated with payroll & HRIS to ensure seamless flow of data towards payroll management.

Separation Management

A multi-level automated clearance and configured exit process was set up. This allowed online tracking of the complete separation cycle and facilitated easy exit settlement. This also supports digital generation of Separation Documents, Exit Interviews, Experience Letters and F&F.

NBC MOVED FROM FINGERPRINT TO FACIAL RECOGNITION FOR ATTENDANCE

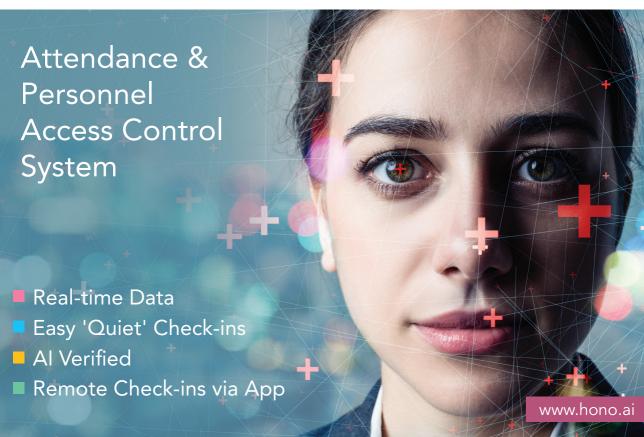
Keeping in mind the dynamic shift in workspaces, particularly in the manufacturing work environment of NBC, where people entering and leaving across multiple shifts and time zones need to be managed, HONO's Facial Recognition System is a step forward in attendance management. The system automatically detects faces in milliseconds with hi-speed scanning functionality and efficiently resolved attendance management challenges of NBC. Available both as a mobile-enabled device and an easy-to-install Gate App System, it went a long way in improving NBC's HR efficiencies.

What it did for NBC

- Provided a faster facial recognition system that registers attendance instantly
- Created easy access for personnel
- NBC personnel now has to simply stop and blink at the access gate kiosk, and the system recognises and registers presence
- Provides real-time data
- Ensures 'quiet check-in' and gives employee a greater sense of dignity











- 100% Mobile Adoption within weeks of going LIVE
- Real-Time Data & Reporting with Rich Analytics
- Flexibility of Custom Workflows
- 100% Employee & Manager Self-Service
- 100% Real-Time Attendance Reporting
- Increased HR Team's Bandwidth

"HONO's onboarding at NBC brought the power of technology enabling people processes to our system. The entire system has been automated with AI empowered, easy-to-use mobile enabled facial recognition. It simplified attendance marking during the crucial time of the pandemic with ease & accuracy. It's been a welcome change for our employees!

Sandeep Gautam

CHRO, NBC

Does your performance management system wake just once a year?





CONTINUUM PMS

The continuous performance management system



GET

system

& KRAs

continuous

feedback

beyond KPIs



TRACK

sentiment for signals of personnel flight



SET

goals with cascading objectives



ANALYSE

bell curve ratings, dashboards & trackers



USE

multi-level 360-degree feedback

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"A whole lot of manual work was happening. We manage 165 stores, and had about 35 to 40 cluster HR teams to handle the process. And they were doing a 'he**' of a lot of manual work, which was not really feasible because their work is to actually motivate the workforce and keep them engaged, to develop and retain them so that they contribute to the business - which was not happening."

Sutanu Chowdhury, CHRO, Spencer's Retail.



TRUSTED BY RETAIL GIANTS



















160 stores in over 38 cities PAN India

Spencer's Retail Limited is one of India's leading multi-format retailer providing a wide range of product categories such as food, personal care, fashion, home essentials, electrical and electronics.

Today, Spencer's runs 160 stores in over 38 cities PAN India.



Spencer's Retail Ltd.

HR processes automation for retail workforce by migrating from legacy systems to a customised future-ready one

How Spencer's Retail Used HONO For Attrition, People-data & Analytics Management



A complete reset of Spencer's HR systems began when Spencer's realised - after much analyses - that a great deal of their pain-points could be traced back to legacy platforms and processes, which were often semi-automated or manual, and frequently generated data and workflows on diverse platforms. If fixed, these could be transformative and showed the promise of much better employee experience, higher engagement, and improved productivity.

These legacy HR systems suffered from rigidity in architecture, which resisted change or alteration and consumed significant bandwidth of the HR teams, essentially on transactional work and manual intervention. It was time consuming, it lacked real-time, detailed and accurate analytics, and kept the HR from focusing on business-critical tasks.

For a company that runs 160 stores in over 38 cities PAN India, Spencer's Retail Limited, needed a solution, sufficiently tailored to solve their problem.



"The integrated team of Spencer's and HONO sat for almost two, three weeks to understand the functional requirements... It worked very well. We began with implementing the Onboarding Module, the Payroll Module and the Exit Management."

Sutanu Chowdhury, CHRO, Spencer's Retail



- Lengthy processing time
- Lack of real-time, detailed, accurate analytics

Spencer's wanted to automate and digitize all transactional processes of HR for all their employees. This would help build a workforce that is highly engaged and productive, and enable the HR team to focus their time and effort on strategic & business critical aspects.

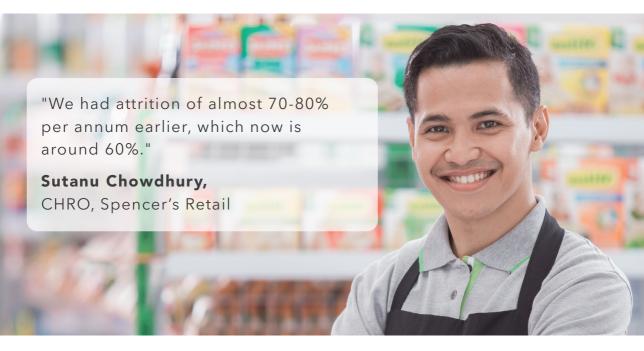
HR Vision @ Spencer's

- Creating an Engaged, Energized & Productive Workforce
- Building future capabilities & talent retention
- Building a unified system for the diverse workforce
- Enabling employees to contribute effectively to business
- Driving ease & accessibility through a Mobile-first mindset





The Spencer's HR-led Transformation Designed & Executed with **! HONO**.



HONO became the obvious choice, with its readiness to customise the platform to Spencer's specific need, utilising its next-gen technology to automate and simplify processes for the entire employee lifecycle, touching each of the 'nine moments of truth'. The solution created real-time actionable insights, forward-looking actions, and a 'single-source-of-truth', leading to organisational transformation. HONO's signature suite elements -

One-Size-Fits-One, Moments of Truth (MOT)
Framework, Single-Source-of-Truth,
Mobile-First & Intuitive Smart UI were a
perfect fit for Spencer's Retail.

What HONO Delivered

- 100% mobile adoption using an enterprise software with consumer-app design sensibilities designed for mobile-first
- Real-time data & reporting with rich analytics

- Reconciling a variegated workforce
- Flexibility of custom workflows
- Robust tech architecture
- 100% employee & manager self-service
- Centrally processed paperless payroll
- Increased HR team's bandwidth

Modules Implemented

- Leave & Attendance Management
- Employee Onboarding
- Employee Recruitment
- People Core
- Payroll Management
- Position Management
- Performance Management System
- Learning Management System
- Collaboration
- Rewards & Recognition
- Employee Pulse
- Analytics
- Employee Retention & Separation



We had an earlier system which was not very effective. And especially, the applications and the analytics - the missing piece was the analytics. Because if you don't really come out with analytics, it will not help the business, you know."

Sutanu Chowdhury, CHRO, Spencer's Retail

IMPACT ACROSS THE ORGANISATION

CEO Enabled HR to become a critical contributor to business goals. Empowered the team by digitizing all HR processes, bringing the entire workforce on a unified platform & increased HR bandwidth for critical business tasks

CHRO Digitized all HR processes, centralized data, made processes smooth and saved HR bandwidth to drive employee engagement and productivity

CTO Aligned several systems allowing for seamless processes

EMPLOYEES Empowered with intuitive system, ease of mobile, and org-wide connection



"HONO has transformed the way we work. We now have an end-to-end integrated HR value delivery system. This gives us real-time visibility and control of our HR operations. HR processes are delivered at fingertips and our employees feel empowered. I am personally very excited about the possibilities that HONO has unlocked for us, as we look forward for a long and strong association together towards the journey of tech-enablement for our multifarious workforce."

Saurabh Sanyal, Head - Reward, COE, Corporate HR

"For me technology has to have an outcome. Not just that you use technology and then you know, nothing happens.

We were clear, we had to use technology to engage better to learn better and therefore contribute to the business.

Today, we are happy to say our adoption of HONO has helped drive productivity & retention."

Sutanu Chowdhury, CHRO, Spencer's Retail



Trust



HRMS Transformation Platform













www.hono.ai

Transforming the edu-tech space in India

Aakash + Byju's, one of the leading
Coaching Institutes of India, with a
workforce of 8000+ employees and a
legacy of 32 years, provides
comprehensive test preparatory services
to students preparing for medical,
engineering entrance, school board and
other foundation level exams. Aakash
paired with Byju's is now transforming the
edu-tech space. The core objective is to
help students succeed and to bring to
them a learning experience that helps
achieve academic goals.

Aakash + Byju's

use of Al-backed full suite of hire2retain HRMS replacing existing systems to optimise Edu-tech people processes

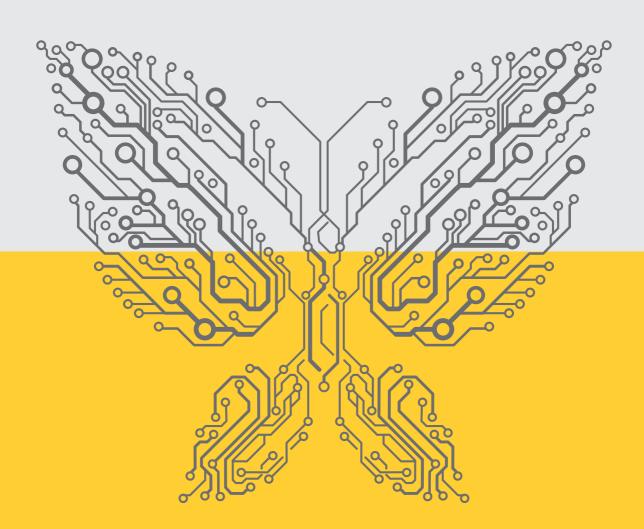
How Aakash + Byju's with HONO Engineered Employee Empowerment, Engagement & Morale Management





Trigger for change

Challenges of Aakash +
Byju's exemplified the
challenges faced by large
edu-tech companies,
straddled with legacy
systems. A centralised,
integrated and highly
configurable system was
needed to efficiently help
employees engage, self
learn & collaborate, and
for HR to seamlessly
execute key processes.







"HONO's emphasis on technology, particularly AI to address, simplify and humanise HR processes and its ability to transform HR into a productivity driver is something we believe in...We value the strong and constructive relationship with HONO, developed over years of association. We believe in working with brands that are committed to revolutionising the industry. And HONO's vision and its high-end solutions show that promise."

Aakash Chaudhry

MD, Aakash+BYJU's

The Aakash + Byju's HR-led Transformation Designed & Executed with :: HONO.

HONO brought transformative change to Aakash + Byju's, with the suite responding positively to all of the team's queries. HONO proceeded with a consultative approach and provided solutions to all the challenges faced by the Aakash + Byju's team.



Modules Implemented

- Recruitment
- Onboarding
- Leave & Attendance
- Pulse
- Performance Management System
- People Core
- Payroll
- Travel and Expense
- Employee Retention & Separation

Result

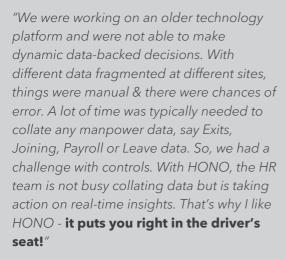
 Legacy practices automated with new-age tech-transformation.

 Scaled up operations from 500 to 8000+ employees, effortlessly.

 200+ multi locations integrated on a single system with unified policies & practices.

• Academic & non-academic staff processes automated on a single solution.

 Digitised & automated the entire employee life cycle covering Talent Acquisition, Administration, Management & Retention.



Hemant Sultania

Group CFO

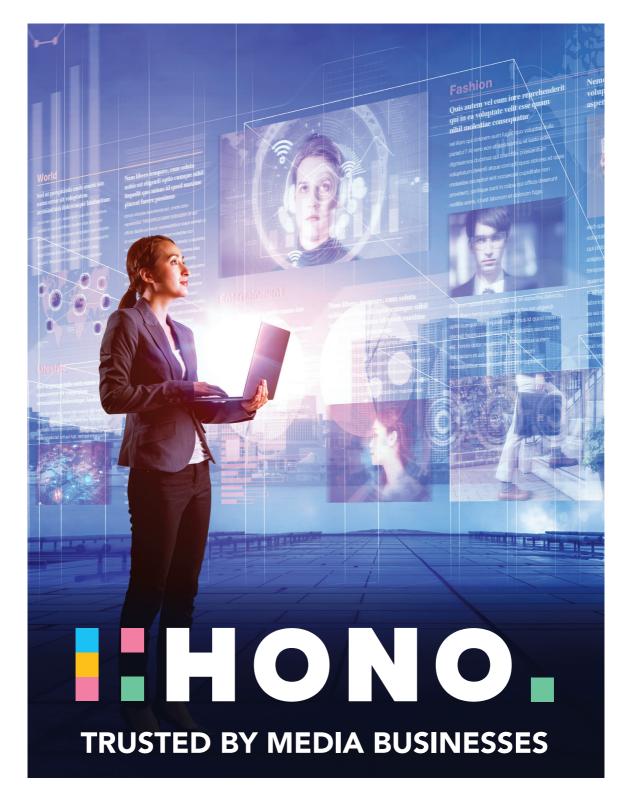
"Technology is important, so are the people behind the product & the ones implementing it. We spent a lot of time in creating the right processes to ensure the "Culture Fit "that would make our people happy! The consulting approach by the HR leaders was on point and once the blueprint was ready the implementation was smooth! I see us only moving upwards from here."

Sachin Saxena

CHRO

Impact

- Happy employees
- Efficient & empowered people & teams
- Real-time analytics & reports
- Automated workflows
- Significantly enhanced HR efficiency & bandwidth
- 100% employee & manager
 Self-service
- 100% adoption of mobile app within 1 week of go-live
- Zero data leaks & improved security & compliance



As a part of Dainik Bhaskar group's HR-technology transformation initiative, HONO has helped the business realize the true potential of an agile and integrated employee experience towards driving the next wave of change management at DB Corp., while successfully replacing the legacy HR Tech systems.

Pawan Agarwal, Dy Managing Director, DB Corp.



Politics

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Dainik Bhaskar Corp. is urban India's #1 newspaper group and world's 3rd largest circulated newspaper. The group has a strong presence in the radio business. 94.3 MY FM, the radio brand of the group is the largest radio network in India.

Dainik Bhaskar Group

systemic transformation of legacy HR systems used in 'old media' by efficient migration to automated single-source-of-truth HRMS.

How Dainik Bharkar Used HONO for Decades-old Digital & Non-digital HR Data Management & Integration



Business

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Dainik Bhaskar Corporation wanted to unleash the true potential of the HR Team by automating and digitising all transactional processes of HR for all their employees. This would help build a workforce that is highly engaged and productive, and enable the HR team to focus their time and effort on strategic & business critical aspects.



Trigger for Change

Before HONO, Dainik Bhaskar had tried to adopt two global HRMS solutions. The solutions were not customized to cater to Dainik Bhaskar's unique requirements. Despite sitting on a substantial repository of digital data, the organization could not deliver ROI on its HR Technology. The legacy system failed to tap into the true potential of Dainik Bhaskar's workforce, and hence the HR sought to change it.

Some of the challenges in the legacy systems were:

- Rigidity in Technology Architecture
- Lack of Interoperability of HR sub-systems
- High Service Cycle Time

HR Vision @ Dainik Bhaskar Corporation

- Creating an Engaged, Energized & Productive Workforce
- Building future capabilities & talent retention
- Building a unified system for the diverse workforce
- Enabling employees to contribute effectively to business
- Driving ease & accessibility through a Mobile-first mindset



The Dainik Bhaskar's HR-led Transformation Designed & Executed with **!: HONO**.

HONO enabled the vision of India's largest media house by enabling an integrated HRMS solution for 10,600 employees. The frameworks within which the solution operated were: **Single source of truth, One Size Fits One, Mobile First Approach.**

The key elements of HONO's solution were:

As Is Analysis

Extensive primary research based 'As Is' analysis identified key challenges, interconnectivity of issues, process redundancies and unexploited synergies.

Consulting Approach

Our experts defined transformation objectives, linked them to business goals, defined success metrics, enabled stakeholder convergence.

Process Blueprinting

HONO's methodology of process blueprinting ensured transparency, facilitated best practise infusion and global benchmarking.

CXO's Engagment

All stakeholders were engaged through HONO's robust cadence and reporting schedule. Client leadership was engaged through steering committee meetings.

Risks and Mitigation

HONO's team ensured clarity into risks at hand and a comprehensive mitigation strategy was developed and implemented during the entire process.

Digitized 20 yrs of historical data

The HONO Platform digitized 20+ years of historical data to give easy access to all employee records and help correlate patterns leading to transformational deliveries.

AGILE Delivery

AGILE delivery methodology and best practices in SDLC led to creation of new groundbreaking capabilities like Position Management Module and a revamp of the ESS Mobile Application.

The implementation was completed within 90 Days.

Modules Implemented

- Employee Payroll
- Employee Travel and Expense
- Employee Performance Management System
- Employee Separation
- Employee Pulse Reward & Recognition
- Employee Leave & Attendance
- People Core Position Management
- Employee Onboarding
- Employee Recruitment

Impact

- Digital Payroll and Compliance
- Al-led Interactive Chatbot enabling touchless employee self-service
- Marked reduction in total cost of operations
- 100% adoption of mobile app within 1 week of Go-live
- 100% end-to-end unified & integrated platform
- Enhanced HR bandwidth to drive business critical initiatives
- Real-time employee engagement and Happiness Index
- Advanced predictive and prescriptive analytics
- Digitized 20 years of historical employee data to drive real-time actionable insights



"HONO has revolutionized the HR Tech landscape at India's largest media house. All our processes are now seamlessly integrated. Most of our HR processes have become touchless. HONO's flexible delivery model compliments our dynamic business needs. Our employees have greatly appreciated the ease of use and intuitiveness of HONO's system. This has also freed up significant bandwidth for my team."

HONO has transformed the way we work. We now have an end to end integrated HR value delivery system. This gives us end to end visibility and control of our HR operations. HR processes are delivered at fingertips and our employees feel empowered. I am personally very excited about the possibilities that HONO has unlocked for us."



As a part of Dainik Bhaskar group's HR Technology Transformation initiative, HONO has helped the business realize the true potential of an agile and integrated employee experience towards driving the next wave of change management at DB Corp., while successfully replacing the legacy HR Tech systems.

Pawan Agarwal

Dy Managing Director, DB Corp.

"HONO's team has shown a high level of expertise and maturity at every step of this transformation. Their consulting led approach has enabled a frictionless experience. This is commendable given the scale of this transformation. The adoption rates are nearly perfect and we can already see a significant return on investment."

Dhiren Desai

DGM, Corporate HR, DB Corp.





















































































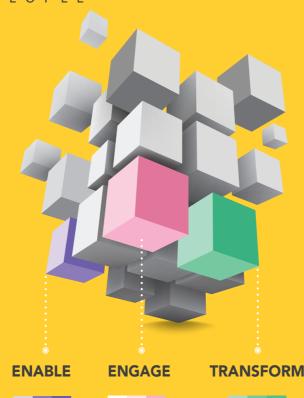








HAPPY PFOPIF





ENABLE

A full suite of end-to-end HR solutions, across 9-moments-of-truths in employee lifecycle. This hire-to-retain suite begins before 'hiring' & works well after the tenure.

- Plan & Attract
- Get Data & Life Cycle Insights
- Manage Compliance & Records
- Grow & Nurture
 Talent
- Retain for Life

ENGAGE

A suite of smart tools to discover & drive employee experience & engagement. Built with complex algorithms, it helps you track & modulate workforce mood & sentiment anytime, anywhere.

- ☐ Listen, Analyse & Act
- Collaborate & Engage
- Recognise & Reward
- Motivate & Retain

TRANSFORM

Al backed cutting-edge solutions, designed to analyse & predict critical workforce lifecycle events, helping optimise productivity, take corrective actions, and future-proof your workforce.

- Smart Sourcing, Skill-based Profile Match
- Succession Planning
- Productivity Solutions
- ☐ Flight Risk Forewarned
- Evidence-basedDecision Making
- ☐ Auto Shift, Rostering & Replacement

How often do you see this in your office?



HONO

A full HRMS suite of powerful Al-backed HR solutions designed with built-in productivity drivers and employee retention tools.

If Your Business Answers NO To These

You have great HR practices, but do they contribute significantly to productivity?

You have efficient processes and workflows, but do they free hands and minds for business critical work?

You believe in data and analyse it, but does your data come from a single-source-of-truth?

You use automation platforms, but are they really tailored for you?



