

# HR Processes Automation for Retail Giant with a Customized Future-Ready HR System

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## Spencer's Case Study



## 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

"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



# 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

### Trigger for Change of Legacy HR system @ Spencer's

- Rigidity in architecture in current legacy system
- HR team's bandwidth was compromised in doing a lot of transactional work & manual intervention
- 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 can 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





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