CASE STUDY -Revolutionizing HR: Naira's Tech-Driven Transformation at Bharat Pvt Ltd

Ashish Jaswal[#1], Sakshi Gandhi[*2],

Sadhu Vaswani Institute of Management Studies for Girls, Affiliated to Savitribai Phule Pune University

6, Koregaon Park, Pune 411001 [Maharashtra, India]

[1]`ashishjaswal@svims-pune.edu.in`

[2]`sakshigandhi@svims-pune.edu.in`

The Human Resources landscape has undergone significant changes in recent years due to HR professionals' challenges across different industries. As organizations look to manage their workforces after the pandemic and during a financially turbulent decade, HR leaders have had to evolve and deliver on various aspects of the Employee Lifecycle creatively and ingeniously to keep the organization competitive in the business environment. With the help of emerging technologies such as artificial intelligence (AI), HR departments can streamline onboarding, training, and managing processes for a more efficient and practical approach.

Unlike automation, which relies primarily on cause-and-effect, accurate AI systems can interpret data and leverage it to make decisions, learn from previous mistakes, and strategically solve problems. Predictive and Prescriptive Analytics are prime examples of how AI technology can help organizations maximize efficiency and growth.

Once upon a time, in the bustling city of Bengaluru, there was a well-established organization named Bharat Pvt Ltd. For decades, Bharat Pvt. Ltd has pioneered its industry and is renowned for its innovative products and exceptional customer service. However, as time passed and technology continued to evolve, the company's Human Resources (HR) function faced a few challenges.

The HR department at Bharat Pvt Ltd. was dedicated and hardworking. However, they spent extensive time on repetitive administrative tasks such as handling paperwork, manual data entry, and managing a mountain of resumes for each job opening. They needed more time to focus on strategic talent acquisition and development initiatives.

One morning, a crucial meeting was called in the sleek conference room. The HR leaders gathered, and the CEO, Mr. Kankariya, addressed the room. "We've come a long way, but we can't deny that our HR processes need an overhaul. It's time for a transformative journey," he declared.

The HR leaders nodded in agreement, eager to explore new possibilities. Among them was Naira, a talented HR professional with Bharat Pvt Ltd for years. She was known for her innovative ideas and ability to spot emerging trends. As the meeting progressed, Mr. Kankariya announced that a new position would be created within the HR team—a Manager of HR Technology.

"Naira," Mr. Kankariya said, turning to her with a smile, "you have shown a remarkable aptitude for driving change and embracing new technologies. I appoint you as the Manager of HR Technology. Your role will be to envision a future where technology enhances our HR processes, improves employee experiences, and enables data-driven decision-making."

Naira's heart swelled with pride and excitement. She had always believed that technology was vital to revolutionizing the HR function. Her new role would allow her to spearhead this transformation and make a meaningful impact on the company and its employees.

With determination and enthusiasm, Naira immersed herself in researching the latest HR technologies on the market. She attended conferences, webinars, and workshops to stay abreast of the latest trends. She carefully analyzed Bharat Pvt Lt.'s existing HR processes alongside her team, identifying pain points and areas that needed Improvement. Talent acquisition and onboarding are crucial aspects of HR management. Using AI, HR teams can predict the best candidates for a job and build relationships that convert those candidates into employees. AI can help scale and manage a significant portion of prediction work by alerting people with the suitable skill set for the available jobs. Additionally, HR data can predict a candidate's likelihood of accepting a job offer and, after that, their performance outcomes with a fair degree of accuracy and estimate their expected tenure. She made awareness and use of the following tools :

1.   Pymetrics is an AI and ML tool for HR that harnesses the power of neuroscience-based games to assess and evaluate candidates and match them with relevant job competencies in your organization. Since its inception, numerous companies have utilized its algorithms to streamline talent acquisition, training, and development.

2.   DreamTeam is another platform for HR analytics that focuses primarily on recruiting. It allows users to build personalized HR dashboards using data supplied from your applicant tracking system (ATS).

AI can also be used for performance management, which helps store employee data in a single place. Leaders and stakeholders can use this information to evaluate employee performance and share it with other team members. Real-time analysis and performance reviews conducted using AI can help improve overall employee performance and morale.

3.   Paycor is one of the payroll tools recommended during the performance management process to build on employee retention initiatives. The HR analytics application collects information about your payroll, attendance, and employee benefits to give you insights into labor market trends. These patterns might help us determine a company's training and development needs, among other HR-related decisions.

Employee engagement and training are other essential HR management aspects that AI can enhance. Organizations can use AI-powered data analytics or predictive analytics to develop personalized training programs that align with different employees' learning patterns and needs. It helps achieve a better synergy between the training programs and employee engagement.

4.   Leapsome is a flexible HR analytics platform ideal for businesses of all sizes; HR departments can use it to monitor employee development, engagement, performance, and more.

Automating repetitive tasks in HR using technologies such as machine learning (ML) and AI can help HR teams focus on more critical tasks, such as finding better talent and engaging them. Automating repetitive tasks eliminates paperwork and stationery, reducing operational costs.

Suppose your business wants usable reports on employee performance and satisfaction indicators. In that case, you can switch to IntelliHR, an interface for HR automation software. It provides analytics tools so HR professionals can coordinate their work with the company's strategic business goals.

Virtual assistants and chatbots like Chat GPT are other AI-powered tools gaining traction in the HR industry. HR chatbots are being used as virtual HR help desks, with employees progressively using them to get answers to routine queries. AI-powered virtual assistants can handle a range of HR functions, including improving employee engagement, generating insights on talent metrics, and managing process workflows.

In this evolving HR landscape, Bharat Pvt Ltd. recognized the importance of staying competitive and efficient by harnessing the power of AI and other emerging technologies. Naira's journey as the Manager of HR Technology at Bharat Pvt Ltd. serves as a compelling example of how HR leaders can drive change, remain adaptable in the face of challenges, and ultimately contribute to an organization's continued success in the fast-changing business environment. As the organization and its employees embrace these technological advancements, they are better equipped to navigate the complexities of the modern workforce and stay ahead in a highly competitive market.

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