

*Transformation of
operational HR for a
leading advertising
agency in South Asia.*

The Client

Nelu's Advertising Services (Pvt) Ltd., more popularly known as "Nelu's" is known for designing creative outdoor hoardings, signage as well as other retail advertising services. They have a large client base including reputed clients such as Nestle, HSBC and Ceylinco. "Nelu's" which was founded in 1973 is currently a mature company and have established several benchmarks in the competitive advertising industry of Sri Lanka.

It also holds the supreme reputation for being focused on creative innovation and infrastructure. The concept of a total solution under one roof, backed by an experienced Marketing, Client Servicing, Creative & skilled Production Team of more than 200, working in modern, state-of-the-art workshops & printing facilities have kept Nelu's at the forefront. As a complete BTL solutions provider, it provides services of Nelu's ad merchandise, Nelu's events and exhibitions, Nelu's print and Nelu's Signs.

The Challenge

Nelu's used several HR systems to automate their HR related tasks which were part of accounting packages, standalone payroll systems as well as costly tailor-made software. They encountered many issues with these systems. Even the custom made systems producing values that "did not balance" and the payroll systems which were not customisable failed to fulfill their expectations.

Absenteeism was a major issue at Nelu's. The Group Personnel Manager reported that daily absenteeism rates was around 11-12%, and also said that absenteeism directly hindered the efficiency of the organisation. Payroll processing incurred more time than was necessary due to inaccuracies of the previous system which made it difficult for the personal management staff to concentrate on issues such as absenteeism. This was one hurdle they wanted to overcome in order to unleash the workforce's true potential.

By implementing an attendance based incentive system, they expected to reduce the absenteeism rates. Employees who come in late or are absent were not eligible for the incentives they provided. They speculated that this carrot and stick method would play a major role in cutting down absenteeism. However, it did not turn out as expected as it faced many obstacles in implementation due to various hiccups in the systems that existed at that time.



Why they chose PeoplesHR

Nelu's choose PeoplesHR because of its high profile customer base in the Asia-Pacific region and as it did not require a high upfront cost to install this cloud-based system. Due to Nelu's minimal requirements they chose only three basic modules of PeoplesHR.

Implementation and Transition

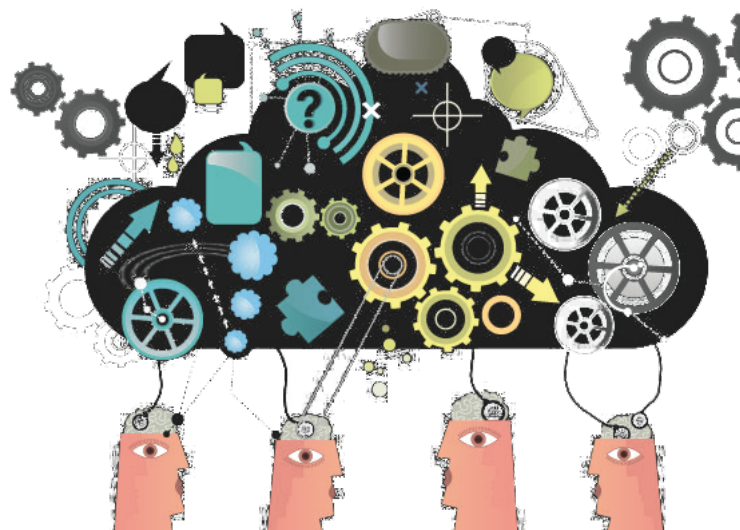
According to the Group Personnel Manager, the transition was very smooth. The entire transition process was completed within two weeks. PeoplesHR had to import the data from the existing systems and also incorporate Nelu's HR practices and policies into the system. The policies were quite complex but with the technical expertise of the PeoplesHR implementation team and the help of the personnel management staff they were quite easily configured. PeoplesHR has a useful configuration system where a wide variety of changes can be made to tailor the system to any organisation without the need for editing complex software code. The attendance incentive penalisation policy was also configured through this system and it allowed Nelu's to fully automate calculation of incentives and salaries without any human intervention.

Finally, the staff had to be trained how to use the system. As they were using a paper based leave and attendance system and were switching to a completely web-based system was a whole new task for them. However, the user-friendly interface of PeoplesHR was

easy to understand and the staff quickly absorbed the procedures. They were excited and happy to know that PeoplesHR provides Mobility which enables them to access the system from anywhere at any time.

Post-Implementation Configuration

Nelu's needed to change the HR policies and practices on the system from time to time. These changes were completed easily through the PeoplesHR representatives remotely without having to visit Nelu's each time. They also noted that PeoplesHR's support service was very helpful in assisting them with questions they come across.



Benefits of PeoplesHR to Nelu's

The primary benefit of PeoplesHR to Nelu's is its fully automated nature. The Group Personnel Manager has finally found the right HR System. He says "It is a very easy to use a system which fully automates payroll and attendance. It works from anywhere; I even used it when I went to Australia for two weeks. It's worth paying for PeoplesHR, it makes life much easier."

He notes that the time he spends with Payroll Processing is reduced to as much as

80%
through PeoplesHR

He is confident that he could manage leave, payroll and attendance smoothly with the existing staff and PeoplesHR even though the number of employees increased by 4 times than the current.

As he states, the ease of access of PeoplesHR was another benefit – employees could access the system from anywhere with an internet connection. The system automatically calculates the attendance incentives and employees were motivated to reduce the number of days they get absent.

The daily absenteeism reduced by over

50%

from

11-12%

PeoplesHR to 5% after implementing PeoplesHR.

The reduction of human intervention increased the trust employees placed in the Personnel Management staff. The GPM says that because you can't manipulate the system, it adds transparency to the Human Resource Operations of Nelu's. Nelu's also said that they are completely satisfied with the system and would recommend the system to anyone.



About PeoplesHR

PeoplesHR is a cloud based HR solution that will engage and empower your employees to build competitive organisations that are constantly achieving desired goals. PeoplesHR can be easily configured to meet the requirements of any business, be it a multi-national conglomerate or a budding start-up. By combining the power of Social HR, Mobility and a new level of Analytics, PeoplesHR provides your organisation a new dimension of competitiveness to your HR strategy.

The award-winning HRIS has evolved with two decades of intense development and now serves over 1000 clients globally across 18 diverse industries in 30+ countries.

Our Global Coverage



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Log on to our website to find a partner in your region or send us an email for more information.

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