

Digitizing HR at Brandix for Enhanced Employee Experience and Business Growth



Client Profile

Organization : Brandix Apparel (Pvt.) Ltd.
Industry : Apparel Manufacturing
Location : Sri Lanka & Bangladesh
Employee Count : 25,000
Strategic Emphasis: Advancing a digital-first approach to amplify employee satisfaction and fuel organizational growth.



Introduction

Brandix, a prominent leader in Sri Lanka's apparel industry, embarked on a transformative journey to embrace a digital-first mindset with a focus on enhancing employee experiences. This case study delves into the challenges that prompted this transformation, the meticulously designed solutions implemented, and the productive outcomes achieved. This case study delves into the challenges that prompted Brandix to embark on this digital transformation, the meticulously designed solutions implemented, and the results that led to a truly Inspired Solution.

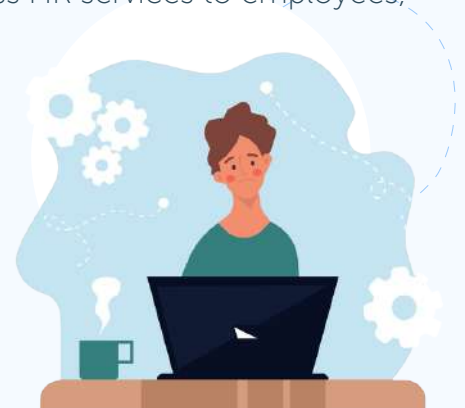


Challenges

Enhancing Business Agility:

Brandix manages a large number of people at each location, leading to complexities in HR operations. This complexity arises from multiple updates needing to be performed on various systems by a limited number of individuals. Additionally, the presence of multiple versions of Human Capital Management (HCM) systems across the group created numerous obstacles. This fragmented landscape hindered the ability to provide seamless HR services to employees, impacting organizational productivity.

- **Fragmented HCM Systems:** A multitude of disparate HCM systems across diverse business units and regions resulted in data silos, hindering cross-functional collaboration.
- **Limited HR Process Coverage:** Existing HCM systems primarily focused on payroll, neglecting essential HR functions like onboarding, performance management, talent acquisition, training, grievance handling, leave application, and employee engagement



- **Inefficiencies in HR Operations:** The high volume of HR operations necessitated a unified system to streamline processes and boost HR team productivity, mitigating risks of errors, data inconsistencies, and compliance issues.
- **Scalability Concerns:** As the organization expanded, the existing HCM setup faced scalability challenges, further complicating HR process management.



Employee Experience Challenges:





Brandix faced hurdles related to employee experiences due to paper-based HR processes, leading to inefficiencies, limited accessibility, and environmental concerns:

- **Manual Leave Request Process:** A paper-based leave request system caused approval delays, potential paperwork losses, and inconveniences for employees.
- **Limited Accessibility to Pay Slips:** The reliance on paper for pay slips resulted in time-consuming, cumbersome processes that frustrated employees and lacked transparency.
- **Absence of Digital HR Solutions:** The absence of a digital platform deprived employees of user-friendly, self-service tools for efficient HR task management, potentially diminishing engagement and satisfaction.
- **Environmental Impact:** Brandix's paper-dependent processes had substantial environmental implications, contributing to excessive paper consumption and associated costs.



Solutions

Brandix undertook a comprehensive digital transformation to address these challenges:

<p>Unification of HCM Systems:</p> <p>A unified HCM system was deployed, serving both Sri Lanka and Bangladesh, streamlining HR operations across the organization.</p> 	<p>Employee Self-Service Application:</p> <p>A self-service app was introduced, enabling 25,000 users to perform various HR functions, significantly enhancing their experience.</p> <p>Modules: Employee Information, Absence Management, Attendance, Payroll, Grievance Handling & Benefit Management.</p> 
<p>Standardized & Streamlined Reporting:</p> <p>The number of reports was reduced from 400-110, and standardized dashboards were adopted across the organization.</p> 	<p>Enhanced Data Visibility:</p> <p>The new system provided greater control and visibility of HR data, facilitating real-time decision-making and data-driven analytics.</p> 



Result

The implementation of these solutions yielded both qualitative & quantitative results for Brandix:



Global Process Standardization:

The organization successfully established standardized HR processes across its group of entities.



Operational Efficiency & Scalability:

Significant efficiency improvements were realized, enabling the organization to scale operations without expanding its headcount.



Enhanced Employee Experience:

Employees gained easy access to HR functions, elevating their overall experience and satisfaction.



Promotion of Digital Literacy:

The self-service app fostered improved digital literacy among associates.



Increased Transparency to Leadership:

Technology integration has made work less taxing on employees. HR processes are more inclusive removing biases and increasing transparency.

The digital transformation effort focused on streamlining employee interactions with the HR department, leading to enthusiastic employee adoption. In just 8 months, 25,000 employees fully embraced the new system, resulting in a substantial increase in the usage of the system for processing over 40,337 attendance transactions, and 24,818 payroll transactions. This transformation had a profound positive impact on HR operations, employee experiences, and the organization's environmental footprint.

Brandix embarked on this journey to ensure it's processes mirrored the company DNA. Inspired People, Inspired Solutions, and Inspired Leadership





A Glimpse Of What Brandix Users Had To Say...



I can proudly say that we were able to bring in a lot of cost efficiencies in the HR processes to the organization. Most importantly our HR officers have more time to spend with our employees to understand and engage in our business activities to keep their motivation higher.

Sahad Mukthar
Chief People Officer - Brandix Group



Previously, before the One Click App, powered by PeoplesHR, associates would have to find me to get their leave requests approved. Now, they can simply submit their requests from wherever they are, and I receive a notification on my smartphone for immediate processing, saving a significant amount of time.

Ranjith Ranaweera
Senior Manager - HR & Administration



In the past, whenever we needed information about our paysheet or encountered any related issues, we had to rely on HR. Now, with the One Click App, powered by PeoplesHR, all the necessary information is readily available at our fingertips.

Nisansala Priyadhashani
Sewing Associate



Today we have visibility to all the operations needed to be known by us without the need of approaching HR. Whether it be leave or seeking support for training or counselling, we have it all on our smartphone. The process has become much smoother & quicker, greatly simplifying our lives.

Inoka Damayanthi
Sewing Associate