



CIEL HR

CASE STUDY





Background

One of the leading multinational paints manufacturers in India. The company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home décor, bath fittings and providing related services. They required support to manage their channel sales folks. They operate in 15 countries of the world including India, with a considerable presence in the Indian subcontinent and the Middle East. They have a large outsourced sales team who needed to work with high levels of engagement

Challenges

The client organisation had systems and processes which did not work reliably to manage essential documents and approvals. As a result, some of the essential aspects of HR operations such as gathering attendance, collating leave records, running the monthly payroll, disbursing reimbursements in a timely manner and many more such tasks were cumbersome. This had an adverse impact on the motivation and engagement levels of the salesforce. Moreover, this also entailed overspend of costs for the client.

With more than 5000 people pan India, the client and its vendors were facing challenges in terms of tracking, collating and finalising the attendance every month because the business was multi-portfolio and multi-locational.

Another major challenge that the client was facing was managing its various recruitment support partners. Each of them had different processes that they followed which created bottlenecks for the client to manage their desired TATs.

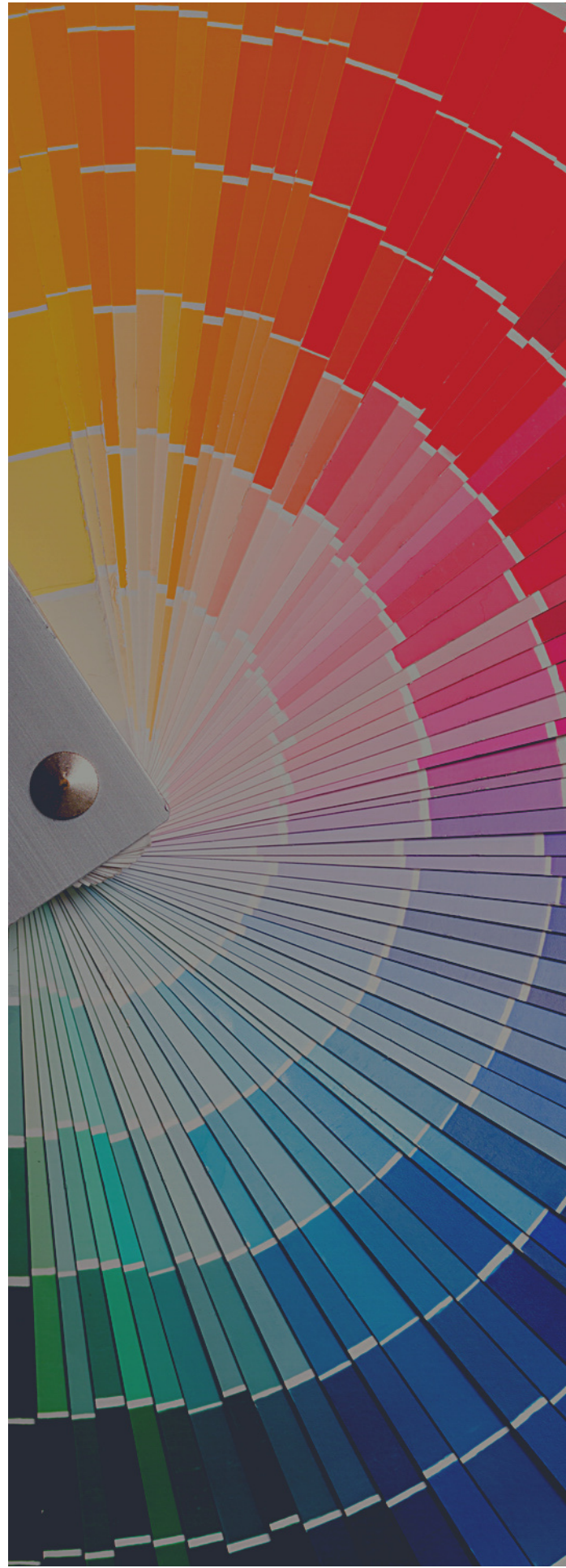
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Solution

With **HfactorR**'s technologically advanced tools such as a robust and customised invoicing system, employee lifecycle and payroll management system, CIEL was able to create proper and updated reports for each employee. CIEL assigned a dedicated team in a hub and spoke model to organise the unorganised paperwork and set the proper documentation in place. The team took care of the entire process from onboarding to exit. CIEL's team prepared a customised invoicing process at the start of the assignment to have a seamless and agile delivery of services.

In **May 2023**, CIEL introduced **HfactorR**'s attendance app, as a pilot project. Initially, it was used for tracking the attendance of only **4** deputies for one business unit at one location. Following the successful pilot, CIEL expanded the use of **HfactorR** to cover **288** deputies in *August 2023* and this number is expected to reach **1300** deputies by December'23. HfactorR has the potential to add **3000** more deputies which will add to the wallet share of CIEL.

CIEL implemented Geo-Tagging for tracking attendance, it is particularly useful as deputies moved between dealer locations across India. CIEL's tech tools, seamless approval process and timely payment of the Client's recruitment partners helped create an atmosphere of positivity for all stakeholders



Business Benefits

CIEL helped set up a structured system in place with proper checks and balances and thus making the system more transparent and secure. With timely disbursement of salaries, CIEL further reduced the time to resolve depute queries and increased the satisfaction levels of the stakeholders, boosting the productivity of the client and the Employer brand. The client was looking for better coverage and offerings for its employees and CIEL was able to identify and customise that benefit for their employees successfully which improved the depute (temp employee) motivation and engagement levels.

Illustrative List of Roles Filled:

- Direct Sales Representative
- Colour Consultant
- Direct Sales Officer
- Team Leader
- Sales Associate



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