



betterplace

Blue-Collar Chronicles

— Newsletter | Jun 2021 —

**How HRMS is Changing
the Way Businesses
are Run**

page 4-9

**Sector in focus – Paints
& Coatings Industry**

page 10-11





4-9

COVER STORY

How HRMS is Changing the Way Businesses are Run

14

INDUSTRY NEWS

10-11

SECTOR IN FOCUS

Paints & Coatings Industry

15-17

CUSTOMER IMPACT STORY

Fast Despatch Logistics

12-13

TALENT POOL SNAPSHOT

18

FROM OUR DESK



Did You Know?

35% Employees quit because of the company using outdated software

50% HR managers believe remote teams cannot be managed well without an HRMS

88% HR managers consider HRMS well worth the investment of time and money

Identifying and implementing sound workforce strategies are high priority for companies amid this challenging global economy. Human resource professionals play the vital role of aligning these strategies to meet business objectives.

While today's challenges are new, solutions have been evolving for over a decade, led by technological advancements and a change in societal structures.

The Pandemic Has Shifted Gears

The pandemic dealt a severe blow to traditional HR processes. Many companies were forced to rethink their workforce management. Almost 70% HR leaders globally suggested a complete overhaul of HR processes to enable companies to effectively respond to the changing work environment, according to a KPMG Survey published in 2020¹. The need is even higher for managing blue-collar

employees, as they work in a largely distributed and harsh environment and their tasks involve physical labor, which is very different from the white-collar settings and tasks. From attendance tracking and measuring productivity to nurturing common values and building loyalty, every HR function became much more challenging with remote teams. The pandemic also revealed colossal skill gaps and the need for accelerated digital transformation.

For years, HR Tech or Human Resource Management Systems (HRMS) had been at the crossroads of shifting corporate culture, helping businesses stay relevant in a fast-changing business environment. Looking ahead, businesses will need to consider systems that not just support their strategies, but actually enable it.

How HRMS is Changing the Way Businesses are Run

¹ <https://home.kpmg/xx/en/home/insights/2020/09/the-2020-lesson-for-hr.html>

Businesses will also need to have a more holistic view of their workforce, to include blue-collar workers. The wide difference in the environment and tasks of blue-collar workers makes it critical to have an HRMS that is specifically designed for managing this segment of the workforce.

The shift from manual processes to digital processes

Digitisation

The infiltration of the culture of using technology as an enabler

Digitalisation

The ready adoption of evolving technology to run a business

Digital Transformation

Whether the objective is to match the right talent with tasks, achieve time and cost saving for workers and managers alike, or to protect blue-collar workers from inferior wages and unfair treatment, the need for agile solutions is more urgent now than ever before. Increasing the retention rates and employee engagement are equally important.

The Past Decade in HR Tech

Even with the turn of the new millennium, the HR role was limited to hiring, record-keeping, calculating salaries, and ensuring compliance. In 2010, as the world

emerged from the US-led financial crisis, the adoption of HRMS began to automate payroll calculations and streamline the onboarding process.

Between 2010 and 2020, HR tech adoption went beyond big brands using homegrown platforms. Cloud-based SaaS (Software-as-a-Service) became the norm for technology deployment, making advantages like data analytics accessible to companies. A 2014 global study conducted by Information Services Group revealed that 51% of companies had either already implemented or were in a process of implementing cloud-based HRMS solutions.

In time, analytical models became more sophisticated, influencing varied aspects of the workforce, from administration and planning to diversity and inclusion. In fact, HR was identified as the most analytical function in businesses, according to a [2019 survey by Harvard Business Review](#).²

HR technologies made remarkable progress. Unfortunately, businesses faced severe limitations in extending these solutions to manage their blue-collar workforce. As a result, most companies adopted two distinct processes – one for their on-site, white-collar workers and another (often alienating) process for their



distributed blue-collar staff.

So, while developments in talent management systems enabled HR professionals to keep track of everything, from recruitment to compensation, these were not extended to managing blue-collar workers. While sophisticated HRMS allowed HR departments to spend more time on nurturing workplace culture and ensuring employee engagement, their role in blue-collar management remained limited to record keeping.

Transition to Integrated HR Processes

In the past, HRMS was focused on making existing HR processes more efficient, compliant, and effective. This was based on an unspoken assumption that HR managers were adept at their jobs and simply needed some tools to make the process faster, more efficient, and cheaper.

Today, the rules of the game have changed. The need is being felt for HRMS solutions to be integrated at every step of the employee lifecycle in the company. One goal is to capture valuable employee data from various touchpoints and help companies formulate effective strategies.

Monitoring Analytics and KPIs:

Companies are turning to analytics to measure key indicators like employee capabilities, churn rate, absenteeism, productivity, team culture and overtime hours. This has proved invaluable to manage the team in the pandemic-induced WFH scenario. Analytics can also help businesses have complete visibility into and control over their blue-collar processes.

People-Centric Approach:

With a focus on employee experience, companies are able to offer health insurance, training, and retirement benefits based on each employee's requirements and performance levels.



Feedback:

Companies can now adopt agile feedback mechanisms. They can implement a more informal approach to communicating with employees and be proactive in dealing with issues like office politics, workplace harassment, and bias.

Looking Beyond the Pandemic

HRMS has played a key role not just in making HR processes more efficient, it has also helped companies build their desired corporate culture and provided them a competitive edge in hiring and retaining the right talent.

Efficient service delivery, employee self-service, and timely access to accurate workforce data will continue to be important in the post pandemic world. During the pandemic, businesses have suffered due to the limited availability of blue-collar workers, however, looking ahead, businesses will rely on HRMS to implement new staffing models that cater to a modern, hyperconnected workforce that is increasingly based on offshore talent and global mobility.

The next milestone in HRMS, whether for the white-, grey- or blue-collar workforce, is the integration of ML and AI. This will create a blended workforce of people and bots working together. Global research³ is already indicating how AI is changing the relationship between people and HR Tech, reshaping the role of HR teams.

These are exciting as well as challenging times for HR teams. Irrespective of the prevailing economic conditions, companies will need the right talent to survive and grow.

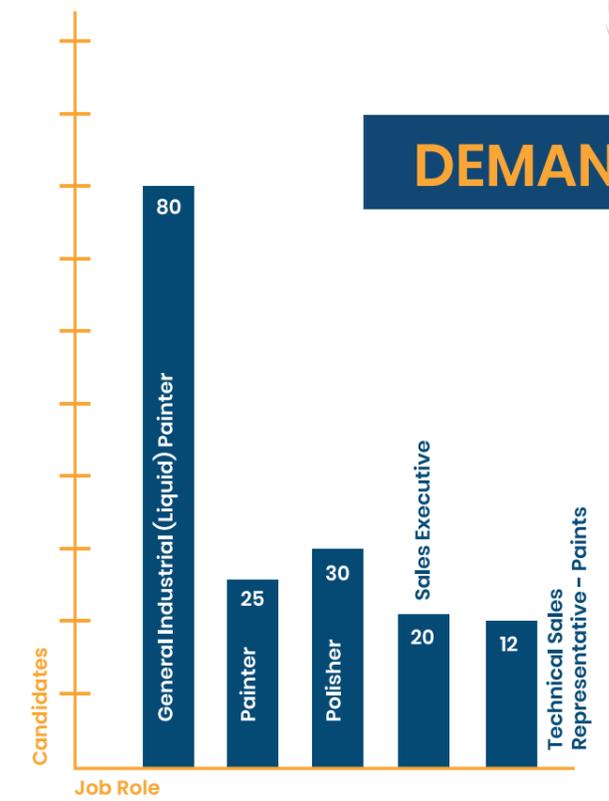
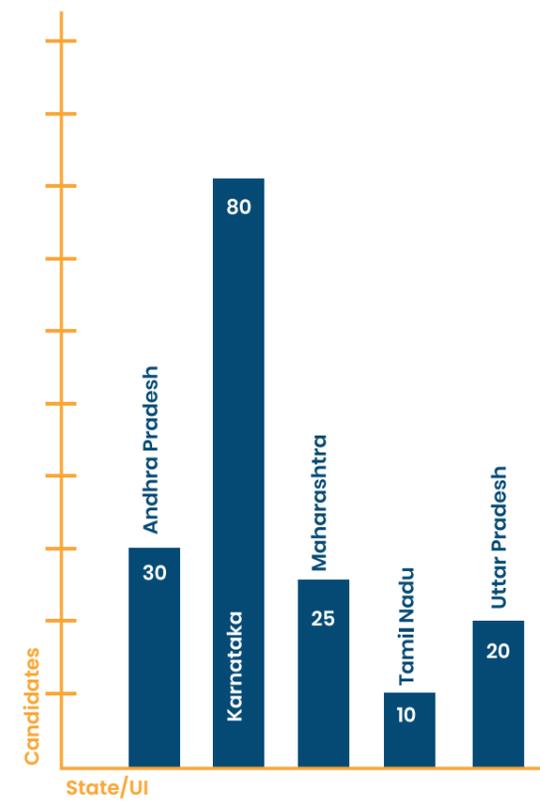


Sector In Focus

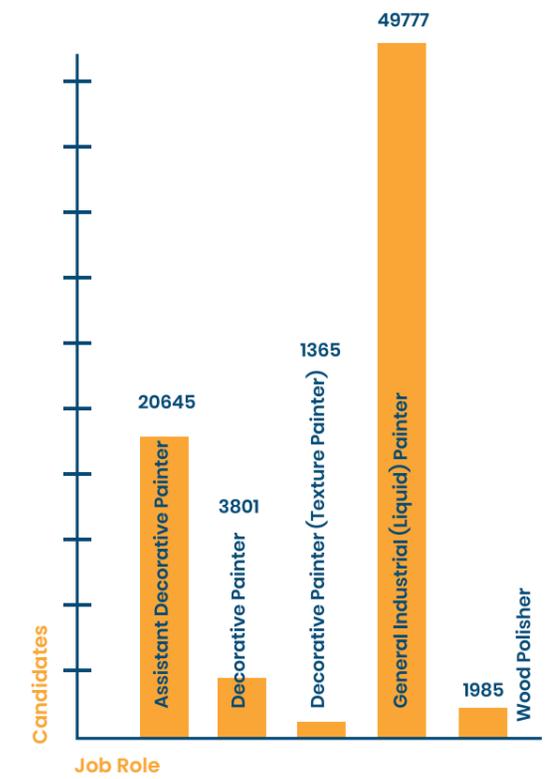
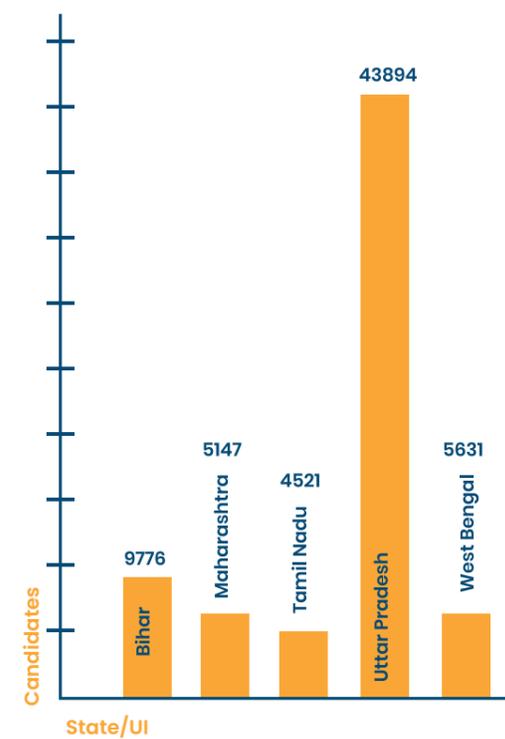
Paints & Coatings Sector

Paints and Coatings Skill Council was incorporated in October 2015 under Section 8 of The Companies Act 2013 as a not for profit company. It is backed by industry bodies such as The Indian Paint Association (IPA), Indian Small Scale Paint Association (ISSPA) and Indian Paints and Coatings Association (IPCA). By combining standardised curriculums with sophisticated assessment tools

for quality assurance, the council aims to promote and develop an ecosystem necessary to fill the skill gaps and meet the evolving challenges across all trades in the industry.



DEMAND



SUPPLY

DEMAND



State with the highest demand
Tamil Nadu



Sector with the highest demand
Telecom



Job Role with the highest demand
Sales Executive

Talent Pool Snapshot



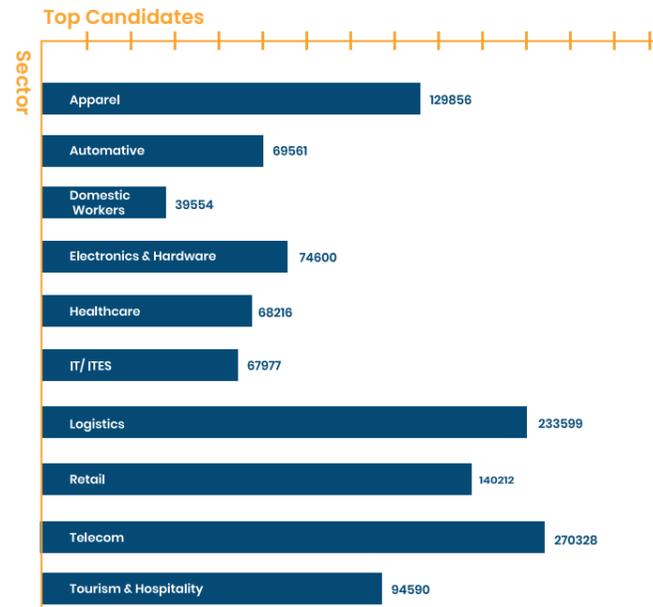
State with the highest supply
Uttar Pradesh



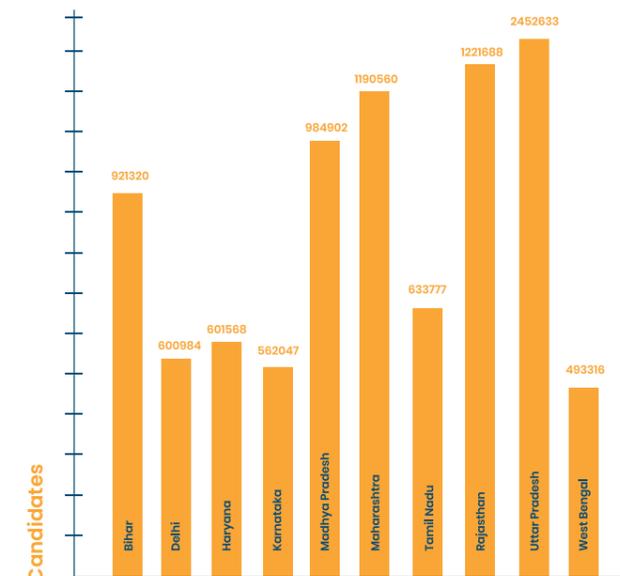
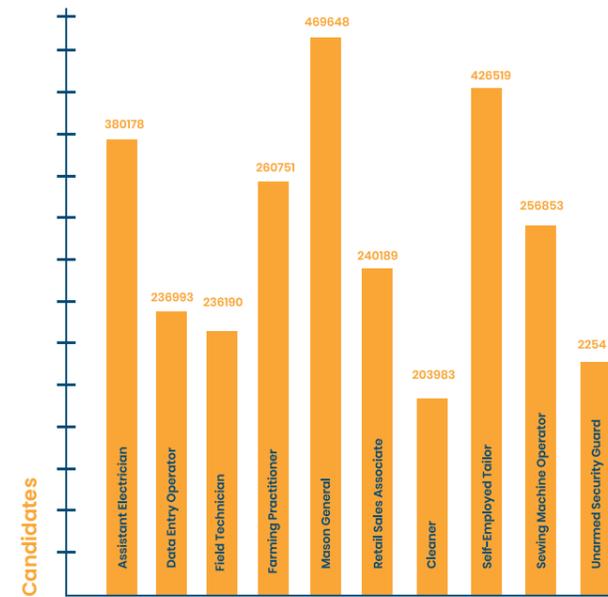
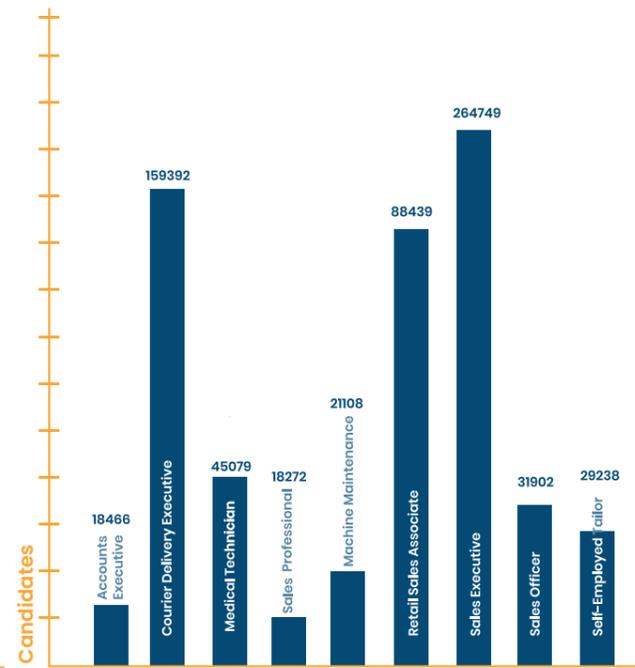
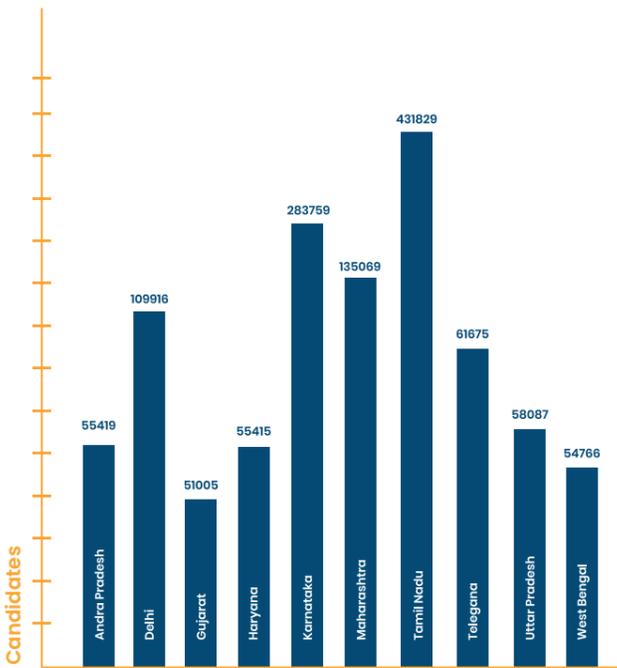
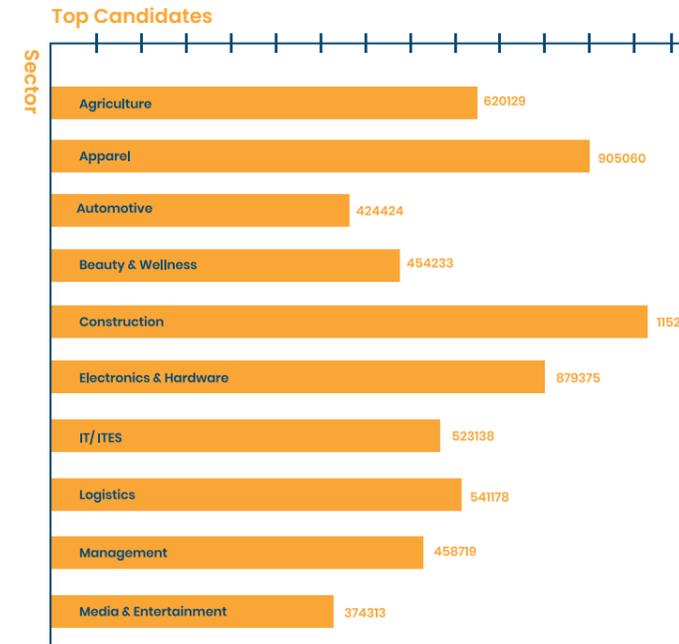
Sector with the highest supply
Construction



Job Role with the highest supply
Mason General



Know the Top States, Job Roles & Sectors with the highest availability and top demand for candidates



Industry News

1

People managers world over are exploring new tools to conduct HR practices

The pandemic has forced people & organizations to accept remote working in ways never seen before. In what can be called a global phenomenon, people managers across the globe are willing to embrace new-age technological tools to help them move away from the traditional way of conducting business.

3

UAE to launch skill upgradation programs for Indian blue-collar workers

In a significant boost to about 2 million Indian blue-collar workforce in UAE, the Indian Consulate has tied-up with Skyline University College & the Indian Association (Sharjah) to offer programs in basic computer skills, communications skills & the English language.

2

Indian Organizations are mostly positive about the new labour codes

Since the announcement of new labour codes, industry experts have been debating the positives & negative impact the new codes may have on Organizations. However, there is widely accepted belief that, in the long run, the beneficiary (in this case, employee/ worker) stands to gain from the implementation of these labour codes.

[Click here to download "simplified: India's new labour codes"](#)

Customer Impact Story

About the Client

Fast Despatch Logistics is one of the largest final mile delivery firms in the UK. Fast Despatch started out in 2015 with just one depot and by the end of the year, they had over 100 delivery associates. By 2019, the company was operating 37 depots in the UK, along with 4 depots in France and 2 in Germany. The company today operates across more than 80 locations worldwide, delivering packages for multiple leading courier services.

The Business Context

In 2021, Fast Despatch turned its attention to India, one of the largest markets in the world for parcel delivery and logistics companies. Fast Despatch wanted to launch & scale their operations quickly, despite the ongoing COVID-19 pandemic. The blue-collar hiring challenges also included high levels of attrition, high demand for the job role and low levels of engagement.

“

We have used BetterPlace on several occasions to assist with finding the very best possible candidates and have always been very pleased with the service offered. They are nimble enough to be able to take a genuine, invested approach to understanding a business's needs, while also punching well above their weight in industry expertise. Most importantly, BetterPlace has always delivered on their promise to identify and only put forward great candidates which meet the very specific brief, and I have no hesitation in recommending them!

”



Akhilesh Mishra
Head - Sales & Operations India



To achieve a large-scale launch, they needed to quickly and efficiently recruit 15,000 delivery partners, who could join them by the end of 2021 at their Delhi, Hyderabad and Bangalore locations.



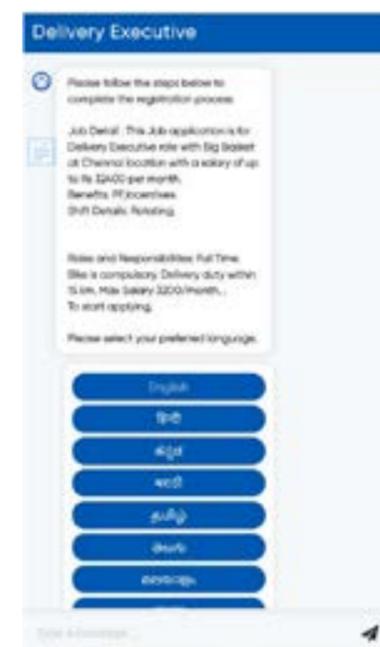
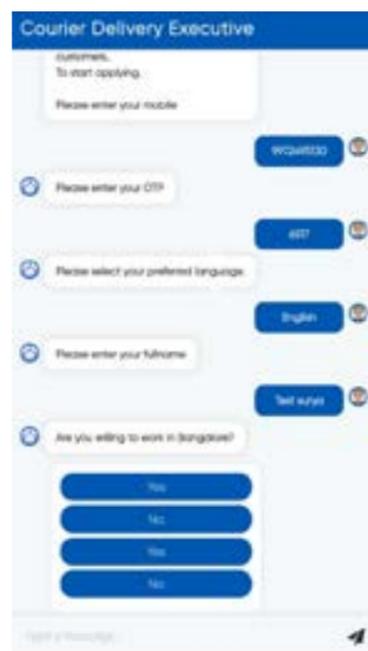
The 'Better' Solution

Our strengths lie in engaging with a large number of interested candidates and to share relevant information by leveraging technology through the ASEEM platform & custom built BOTs to ensure that the information is disseminated as quickly and as accurately as possible.

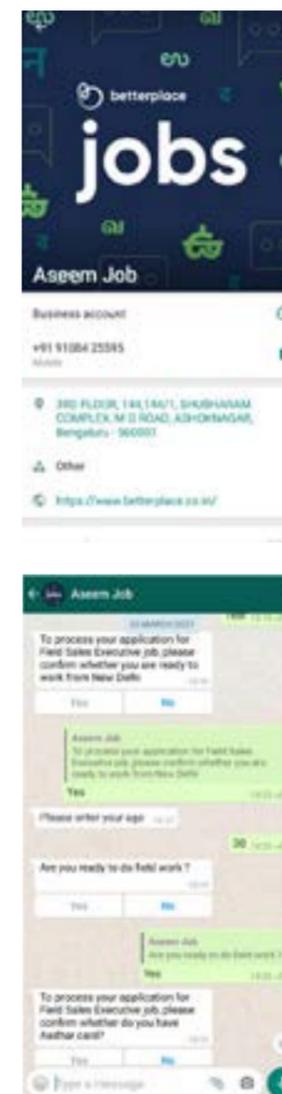
BetterPlace engaged with the client to create a customised bot flow for Fast Despatch and to gather the information from the clients quickly to understand the parameters of their requirements, such as the job role, shifts and location, the salary being offered, etc. The Bots were customized to communicate these details accurately.

We held a session with the point of contact at Fast Despatch in order to sensitize them on how to engage with the blue collar candidates focusing on aspects like clear communication, trust building, etc. Given our expertise, we also provided insights on market ranges for pay, benefits, local norms, speed of engagement and other probable reasons that would influence whether a candidate chooses to join, conveyed by the dedicated campaign success manager.

BOT campaign



WhatsApp BOT campaign



Result and Success Factors

In a span of 10 days, profiles of 1,500+ prospective candidates were shared with the client's team. They were successfully able to identify 100+ interested candidates, whose

qualifications matched the job on offer, salary levels, etc., across Delhi, Bangalore & Hyderabad. All of this was done during the restrictions of the COVID lockdown.

Given the challenges with blue-collar hiring, we have continued to enhance our tech-based engagements and outreach to prospective candidates.

We can provide rich information to both the candidates and clients to improve the matching process in the logistics segment. The ability to pinpoint a candidate's location and provide them a sense of how far their work location is, and creating the opportunity for employers to share the value proposition in the form of Video JDs and help candidates create video introductions, etc., which they can share with the recruiters.

All of these are features that will further enhance the ability of candidates to engage more effectively with the recruiter and find relevant jobs, which is the overall mission that BetterPlace is on!

From Our Desk

1

Here's Why Your White Collar HRMS Doesn't Work for the Blue Collar Workforce

[Read more](#)

2

Challenges and Emerging Trends in Blue Collar Management

[Read more](#)

3

5 Ways to Provide a Dignified Living for Your Migrant Workforce During Covid Times

[Read more](#)

**B
L
O
G
S**



betterplace