

# HR initiatives to boost employee productivity: An InfoSignz Case Study

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[Note: Names of people, company and their locations have been changed while writing this business case so as to safeguard our client's business interest. This is a case of a leading business process outsourcing company in India. This case depicts the real challenges that a typical Human Resource team in a fast growing company and industry faces in and how creative user of InfoSignz technology can help them achieve their targets. ]

## Introduction

Our client is a leading BPO / ITES company based in New Delhi. Mrs. Malik, VP HR was in a monthly status meeting with her team. An important concern occupying her mind was low motivation among employees, evident in the sharp decline in productivity over the last quarter. One idea to come out of the meeting was to enliven the work environment and engage the employees more closely. Having heard of interactive notice boards earlier, a team member suggested inviting the InfoSignz team to discuss possibilities.

## The Situation

The InfoSignz team tried to understand the situation at the call center. Some points that came out of the discussion were

- The call center employees spent a lot of time at work (typically 10-14 hours a day) – therefore they needed to be engaged at a more personal level continuously.
- The HR department frequently organized recreational and motivational exercises, but they were once every two weeks and was perceived as infrequent by many employees
- It was a 24/7 call center and the HR department could not be available all the time. There were employees who would come in on weekends or other odd hours continuously for months and they needed to be engaged as well. It was this group that was showing the most loss in productivity. They felt left out.
- The average age of employees was 25 years. So it was a fairly young group and technology oriented.



## The Goal

The key goals that the HR and InfoSignz teams hoped to achieve were

- Create a uniform, all encompassing, interactive and healthy workspace for the employees
- Foster healthy competition amongst employees
- Remove the paper based notice board to create one which could be updated in real time at the same time and across offices and floors
- Team building exercises to foster team work
- Instill a sense of belongingness amongst employees

## The Plan

Post discussion with Mrs. Malik and her team InfoSignz suggested the following -

1. Replace static and notice boards with interactive notice boards using InfoSignz
2. Place 4 LCDs on each floor in different regions of the floor corresponding to maximum employee traffic. These LCDs were to display the following based on a schedule created by the HR department.
  - a. Employee of the week/month (with images)
  - b. Best sales person of the day with photo based on the sales performance of last working day (based on outbound process numbers for last working day across shifts and clients)
  - c. Birthday and Anniversary wishes with photographs of employees
  - d. Important news about the company (running as a ticker), fetched in real time from the company's website RSS feed
  - e. Humor/gag video from the company intranet, picked either randomly or by design
  - f. Display live results of polls conducted on the company's intranet
  - g. HR news: Initiatives for employee's welfare, holiday calendar, last dates for various submissions and other related news.
  - h. Videos and images from festival parties / award ceremonies
3. Keep costs to a minimum by reusing what was already there and using free software wherever possible
4. Measure improvement in productivity and enquiries to HR to gauge participation and the success of the plan

## Implementation

The implementation of InfoSignz was done in a phased manner. Initially a basic version of InfoSignz was installed with a limited number of screens. Feedback was gathered from a select group of employees and suggestions were taken on what they would like to see. Some employees outside HR were also given access to the system to upload and change content. This was done for the first two weeks as a pilot program.

Based on the feedback from the pilot program the features were implemented. The InfoSignz team easily created integration points with the call center data systems to show live data. Interactivity with the employees was done via integration with the corporate intranet since the employees visited the intranet regularly to get other company updates. Over another two week period, the system was fine tuned to suit the employees' schedules, tastes and other preferences. The system was however dynamic enough to change whenever required by the HR department very easily.

## Results

Following were the key outcomes of the implementation of InfoSignz in the first few weeks of implementation.

- 56% higher response to the intranet polls. On further investigation, it was revealed that because of the ability of the employees to see in real time the poll results, it resulted in higher participation
- The first two weeks of the implementation saw a 7% increase in productivity. This was partly attributable to a sense of healthy competition that the real time results created on the notice boards. *This factor alone contributed to immediate and tangible ROI*
- Increase in the number of queries to HR regarding programs and benefits
- Enhanced participation in birthdays and other celebrations. The attraction to see your own birthday message on the notice board marked this increased participation

InfoSignz powered this through the unique digital signage platform that can

- Seamlessly display multiple content formats
- Integrate with enterprise data systems
- Provide extremely easy to use interaction mechanisms for the administrator and participants.
- Real time updates to the notice boards

All of this was achieved by using inexpensive computer hardware, in some cases old computers discarded by the company was used. Implementation was done in less than a week. All the screens used the free Fedora operating system to keep costs down.

Mrs. Malik later told InfoSignz “I am happy and delighted to see the response generated in the first few days. I think we have found a tool to keep our employees informed, engaged and motivated. Thank you InfoSignz”

*InfoSignz is a free, easy to use, browser based narrow casting application that helps you create and manage your very own digital display network. InfoSignz is a revolutionary digital display management platform. It is the first digital display management platform in the world available for free to its users. For more details visit <http://www.infosignz.com>*