



# ADECCO INDIA OFFERING LIFE SKILLS, CAREER PROGRESSION, AND SPECIALIZED EXPERTISE

Adecco, India is a fast growing HR Company that specializes in providing end-to-end HR solutions to client organizations. Headquartered in Bangalore, they maintain a national presence with over 80 locations across India and focus on providing client organizations with Executive Search, Recruitment, Learning, and Temporary Staffing services. With over 1,100 specialized consultants and over 100,000 associates, Adecco processes over 8,000 candidates every month across India and delivers customized HR solutions to a distinguished list of 1,500 clients across a range of different industries such as:



Information Technology and  
IT Enabled Services



Agriculture and Agri-based  
Organisations



Telecom, Media,  
& Entertainment



Engineering, Process  
& Infrastructure



Consumer Services  
& Retail



Banking, Financial Services &  
Insurance

## The Challenge

As a recognized leader in the staffing and learning industry, Adecco continuously strives to drive growth through the development of their recruitment and training programs. However, staying ahead of the industry curve and competing for market share can prove challenging given the difficulties in predicting the dynamic demands of job markets.

Driving the growth of a business in any industry requires an organized sales team, exceptional client relationships, and highly integrated and efficient business processes. In the face of rapid market expansion and the accompanying shifts in the HR services and solutions space, Adecco found it difficult to keep up with rising demand due to the inefficiencies created by their current information infrastructure and legacy systems. Unnecessary manual workflows, lack of real-time business activity monitoring data systems, and poor information exchange mechanisms across their enterprise all negatively impacted the performance of marketing, recruitment, and the activities of their sales territories. The need for an internal solution was evident.

Adecco's executives needed a solution that would drive and scale with future growth and address immediate barriers to their business goals. A review of their current platform revealed that their legacy systems and processes prevented them operating at peak performance as a result of:

- Inefficient manual workflows
- Lack of access to accurate real-time business information
- Decentralized information in disparate silos and poor inter-department information exchange mechanisms

Adecco needed an innovative solution that would reduce costs, reduce administrative overhead, and allow them to leverage social media, cloud, and mobile technologies to streamline communication.

# The Solution

With a clear understanding of their needs, Adecco's Management Team engaged PositiveEdge Solutions for their expertise in implementing a Microsoft Dynamics CRM solution platform.

Focusing on more than fulfilling the standard CRM needs, PES defined a solution strategy by optimizing processes with a customer-centric view. Their approach was focused on aligning the organizational structures with reassignment of roles and responsibilities by installing a state-of-the-art Microsoft Dynamic CRM solution.

# The Benefits

PositiveEdge equipped Adecco with custom-built Microsoft Dynamics CRM enabled solutions, allowing them to leverage an efficient system to manage their business processes, maximizing their return on Human Resource investments. These new systems improved various aspects of their operations, including:

- ✓ **Profile Management** – Armed with an improved HRIS tool, HR specialists and employees are able to better manage employee profiles and all related information, allowing both to quickly update and edit general information whenever needed.
- ✓ **Payment/Compensation** – Employee payroll functions were automated and payment history was made more readily available. Employees could view all payroll related information and the generation of salary statements for employee receipts were automated.
- ✓ **Training** – New systems allowed for enterprise-wide training and internship monitoring and notifications.
- ✓ **Leave Management** – A dedicated HR portal allowed employees to schedule and notify management of leaves of absence. Processing was automated, immediately escalating scheduled leaves to the employee's manager, deducting allotted leave time from the employee's vacation bank, and generating notification reports for transparency.
- ✓ **Meetings and Certifications** – Managers and employees could now view and book meeting rooms throughout the organization, send email notifications as reminders, and obtain certifications.
- ✓ **Generate Online Letters and Data** – Auto generate Offer letters generation was automated and allowed users to send response letters to perspective employees online.
- ✓ **Online Alerts** – Online alerts could be scheduled and auto-generated according to specific deadlines.
- ✓ **Export/Import facility** – Users now had the ability to export or import data to and from an excel sheets or comma separated files (CSV files).
- ✓ **Process and Systems Integration** – Sales, Staffing and Learning operations were unified under a single system that integrated with Adecco's existing applications.

These solutions were quickly adopted across the entire organization due to the user friendly features of MS Dynamics CRM and allowed for greater visibility into activities across staffing sales, operations and training departments.

# The Results

With an advanced Microsoft Dynamic CRM solutions in place, employee recruitment and organization-wide efficiency and collaboration improved. Adecco's new systems and tools allowed to systematically:

- **Manage employee behavior through advanced performance calculation**
- **Manage staffing and learning activities for both sales & operations teams**
- **Structure employee hierarchies**
- **Manage employee relationships**
- **Manage hiring campaigns**

## overview

### INDUSTRY

Staffing and Learning

### SOLUTION SUMMARY

Implement a CRM solution, focused on enhancing HR employee management and recruitment functions

### TECHNOLOGY

Microsoft® Dynamics CRM  
Microsoft® .NET Framework  
Microsoft® SQL  
Microsoft® SQL Server Reporting

### BENEFITS

- SMS alerts on service assignments
- MS Outlook offline mode
- Sales & service GUI dashboard and analytical reports
- Automated features
- Global Access 24/7 from multiple devices
- Improved collaboration
- Integration with 3rd party application

### RESULTS

- Streamlined work flows
- Streamlined and Flexible Payroll Processing
- Automated Accrual and Overtime Scheduling and Processing
- Automated Earning and Deductions Reporting
- Comprehensive automated reporting compliant with government and management requirements with SAP Crystal Reports®

## ABOUT POSITIVEEDGE SOLUTIONS

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our unparalleled commitment to customer and project success, along with our comprehensive knowledge of Microsoft technologies and broad industry experience and methodologies, we extend the capabilities of core business platforms to create commercial advantage for our customers. By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.



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