Chapter 6

Transformation of HR Roles Through People Analytics:
A Case Study on Implementation of SAP Success Factor by Berger Paint Bangladesh

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EXECUTIVE SUMMARY

This case will allow students to have insight about how transformative HR is leveraging employee data to make evidence-based strategic decisions. Berger, striving to increase turnover every four years, faced HR challenges with manual processes and disconnected data across departments. HR functions were hindered by the lack of integration. To address this, Berger implemented SAP SuccessFactors, automating data collection and analysis across departments. The system provides a unified platform for evaluating performance, streamlining recruitment, and aligning employee goals with company strategy. This HR transformation enhances efficiency, eliminates manual updates, and ensures consistency in tracking employees. The move reflects a strategic response to increased customer demand while maintaining product and service quality, offering valuable insights for undergraduate and postgraduate human resource management courses. This study will showcase how HR is gradually shifting to the world of data-centric solutions and facilitating productivity and effectiveness of the firm.

1. INTRODUCTION

In the recent competitive business landscape era organizations are shifting from traditional approach to transformational HR approach. Gradually they are focusing more on building a strong workforce by treating their people as one of the most valuable assets. Because it's only possible for the organization to be one step ahead in their industry when their team constantly comes up with more innovative ideas, and their employees are flexible enough to adapt themselves with the fast forwarding changes as fast as possible. However, building a skilled workforce and retaining them can be a complex process. And

there comes the role of people analytics. People analytics is a "data centric" approach that manipulates employee data to get insight about patterns, trends, and correlations by using advanced algorithms, calculations, and logic commands. And SAP successfactors is one of the advanced HR software platforms which operates based on people analytics. This platform extracts and represents data in a meaningful manner and provides insights in a form of report; which enables HR professionals to take data driven decisions on major HR based areas like performance management; talent acquisition; compensation management (Sahoo, 2019). Any firm can address this drastic fast forward change in a proactive manner by incorporating frameworks like Strategic HR and Transformative HR which will be assisted by data driven informed decisions.

Berger Paint Limited is one of the leading organizations in the painting industry of Bangladesh. Lately the company has been witnessing significant organizational growth. However sustaining the growth can also be challenging as involves increased functionality. One of the major challenges they faced during that time was talent acquisition and retention. The study has focused on the challenge a HR personnel might face due to the growth of the firm and what steps they have addressed to get back on the track. The objective of this case study is to showcase how transformative HR approach is becoming significantly vital for today's organizations to make strategic decisions for the organization.

To prepare the case initially primary data have been collected through interviews and surveys. In the finding section; the challenges faced by the company have been broadly discussed and in the analysis section it has been highlighted how they have managed to address the challenges and what was the scenario afterwards they managed to address the challenge.

2. METHODOLOGY

To prepare the case, data have been collected from interviews and surveys. Interview was conducted to get in depth insight about how the organization managed to address their challenges through implementing one of the widely used enterprise software like SAP Success Factor. Therefore, the primary data collected was from a HR personnel who is directly in charge of the directly in charge of the whole process.

However the purpose of the survey was to showcase the reaction of the employee about what they think about their organization's automated HR process. Therefore, instead of focusing on any single department the survey was conducted on the 10 employees who are in different departments of Berger which includes HRM, Sales, IT, and Finance. Basically the survey provided insights on how employees are reacting towards this change.

3. LITERATURE REVIEW

3.1 HR 4.0

The integration of Industry 4.0 in Human Resource Management is referred as HR 4.0. It supports the idea of more technically advanced and data driven approach. It involves the incorporation of artificial intelligence, big data analytics, internet of things, cloud computing. (Sivathanu & Pillai, 2018) This allows the elimination of repetitive workload and automation of HR process. Repetitive task such as payroll processing, leave management, benefit administration can be automated leveraging advanced HR

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