



ARK Group Solves for Construction's Unique Workforce Management Challenges Using greytHR

- Worker Empowerment
- 95% Reduction in Dependency on HR
- Effortless & Scalable

About ARK Group:

A frontrunner in the real estate and construction landscape since 1989, ARK Group has been shaping urban narratives in Karnataka, Telangana, and Andhra Pradesh. From residential endeavors to pivotal infrastructure projects, ARK stands as a pillar in India's growth story, with a proud heritage of community service through the ARK Foundation.



Industry:
Construction



Total Employees:
200+



Headquarter:
Hyderabad, India

ARK Group needed a powerful tool to simplify HR management for their multi-site, blue-collar workforce.

A Host of **Workforce Management Issues**

Multiple Dependencies for a Successful Payroll

The legacy system needed complex communication channels. Site admins gathered weekly leave requests, sending them to HR through project managers. This long chain created many dependencies for leave approvals and attendance permissions.

A Heavy Cost to the Workforce

Using spreadsheets led to mistakes in leave data, causing salary errors fixable only after a month - a serious problem for blue-collar workers relying on prompt, correct payments.

Using Technology: A Worker's Challenges

Constant app updates vexed ARK's blue-collar employees. The self-service app, requiring ongoing attention, brought a deluge of questions and concerns to the HR team.

Limited Scalability of Attendance Marking Systems

Employees had to reach out to HR for swipe tracking, a regular monthly hassle. Such a system couldn't keep pace with ARK's growth trajectory.

Inefficient Means of Communication

With all leave-related communication - inclusive of critical items like leave balances - being managed through emails and calls, documentation was a significant need at ARK.

Time-Consuming and Error-Prone Documentation

Managing attendance, leave, and other payroll information on spreadsheets meant a heavy workload on the HR team. The tedious calculations required were done manually, making the process error-prone, time-consuming, and difficult to scale.

Early Days:

Introduction to greytHR and the Implementation Experience

Following a colleague's strong recommendation and previous positive experiences with greytHR, ARK Group's HR team chose it for their workforce management. In just 35 days, with the support of the attentive greytHR team, ARK transitioned from manual spreadsheets to a streamlined, automated HRMS system.

Phaneendra

Senior Manager,
Human Resources

"We've had a fantastic experience with greytHR!

Its user-friendly mobile app, in particular, has been very useful for our workforce - the user interface, language, and tech are all on point!"

greytHR's Powerful Workforce Management Capabilities

Employee Self-Service on Mobile: A Major Value-Add

With user-friendly features like accessible payslips and team availability tracking, the greytHR mobile app simplified HR processes for ARK Group's employees and managers alike. Its simple language and design empowered the blue-collar workforce to handle HR matters independently, fostering a positive shift in their perception of HR management.

Worker Empowerment: Agency Over One's Monthly Compensation

Employees can now view swipe timings and leave details on their mobile phones, granting them full control over their month-end salary. This has reduced their reliance on the HR team by 95% by fulfilling their informational needs regarding attendance and leave.

All Leave-Related Needs - At Their Fingertips

With greytHR, employees can now easily manage leave approvals, check the company's leave policy, track leave balances, and plan holidays directly from their mobile devices, eliminating the need for constant email and phone communications with managers and HR.

Easy Integration with ARK's Biometric Device

greytHR's integration with ARK Group's biometric device allows employees to conveniently track swipe timings on mobile and receive automated regularization alert emails, a crucial feature given ARK's monthly regularization limits for workers.

A Support Desk That Offers Consistent Quality

greytHR's support personnel provided quick and consistent response times and high-quality responses supplemented with video tutorials and tips.



Phaneendra

Senior Manager,
Human Resources

Perfectly streamlined processes, data management, support infrastructure, and powerful integrations to boot. greytHR has been a joy to use!

I strongly recommend them."

greytHR transformed human resource management at ARK Group, bringing a strategic focus to the HR function that enabled them to contribute more effectively to organizational success.

Simplify and streamline workforce management with greytHR.

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