

EngageBay Onboards 5x Faster and Cuts Payroll Time by 75% with greytHR

Benefits

- Payroll run time down from 8 hrs to <2 hrs (75 %)
- Onboarding cycle 5x faster
- 90 % drop in leave-related HR queries
- 100 % ESS adoption (38/38 employees)

About Engagebay India Private Limited

EngageBay, founded in 2018, is an integrated platform for marketing, sales, and service automation tailored for small to medium-sized businesses. Known for being cost-effective and user-friendly, it provides an all-in-one solution for marketing and customer relationship management.



-  Industry
SaaS / Marketing Automation
-  Total Employees
38
-  Headquarters
Hyderabad, India
-  Core Modules
Payroll, Attendance, Leave, ESS



Challenges Before greytHR

As a rapidly growing SaaS company, EngageBay India Private Limited was focused on product development and customer acquisition. However, behind the scenes, the HR team grappled with increasingly complex administrative responsibilities. With a lean team managing HR for 38+ employees across core functions like onboarding, payroll, leave, and attendance, manual processes began to expose inefficiencies.

Payroll Processing Was Time-Consuming

Payroll cycles consumed 6–8 hours monthly with spreadsheets, manual validations, and statutory calculations, increasing the risk of delays and errors.

Manual Onboarding Slowed Productivity

New employee onboarding lacked automation. Document collection and welcome processes were handled individually, delaying the time it took for new hires to become productive.

Reporting Was Labour-Intensive

Compiling reports for audits and leadership reviews involved manual data extraction and formatting from different sources.

Manual Attendance Tracking Led to Inconsistent HR Data

Attendance was tracked through emails and unlinked logs, resulting in inconsistencies across attendance, leave, and payroll data.

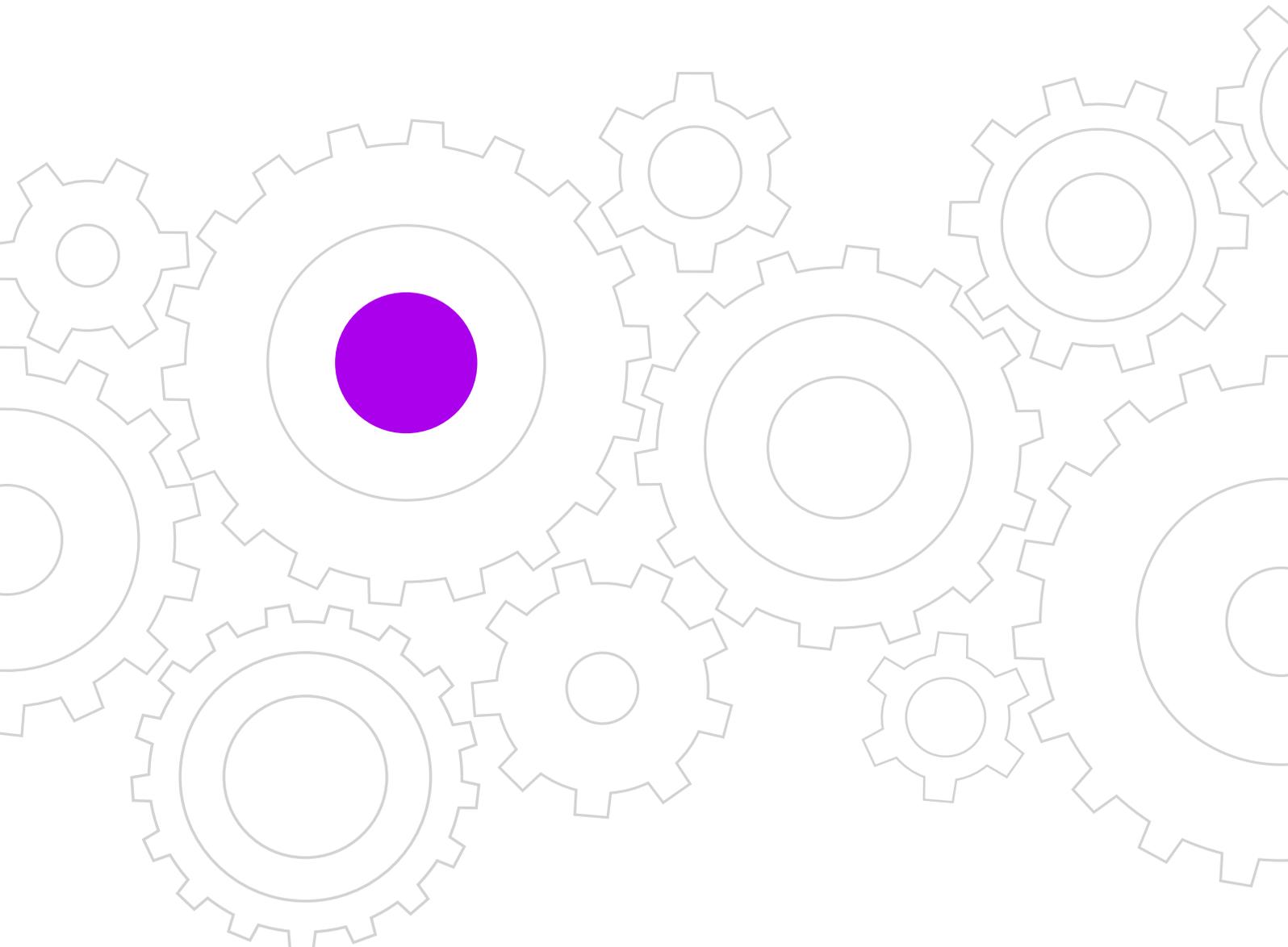
Manual Query Handling Increased HR Workload

Employees depended on HR for basic information like payslips and leave balances, adding unnecessary administrative workload.

The Shift to greytHR: Simplifying HR, Powering Growth

To overcome the growing operational complexity from manual processes, EngageBay sought a solution to streamline its HR functions. The decision to adopt greytHR was driven by the need to automate repetitive tasks, centralize employee data, and provide self-service capabilities.

The platform's modular structure allowed for quick integration into existing workflows, enabling EngageBay to deploy critical modules for Payroll, Leave, Attendance, and employee lifecycle management. This strategic shift was designed to boost operational efficiency and ensure compliance without increasing HR team or IT overhead.



The greytHR Difference

greytHR transformed the company's HR and payroll operations, turning complex tasks into streamlined, automated workflows.



Payroll Time Slashed by 75%

The time required for payroll processing was reduced from 6-8 hours to under 2 hours per month, a 75% time savings achieved through automation and one-click payslip generation.



Onboarding Accelerated by 5X

Paper-based onboarding was digitized with structured checklists and welcome flows, resulting in a 5X faster onboarding process for all new hires.



90% Drop in Leave-Related HR Queries

Manual leave tracking was replaced with real-time balances available to employees via Employee Self-Service (ESS), leading to a 90% reduction in leave-related queries to HR.



100% Employee Self-Service (ESS) Adoption

With full mobile and web access to payslips, leave balances, and attendance, all 38 employees actively use ESS.



100% Attendance Data Consistency

The company transitioned from email-based manual tracking to geo-tagged check-ins, ensuring 100% data consistency between attendance, leave, and payroll.



Report Generation Made 80% Faster

Manual compilation was replaced by automated statutory & MIS reports, delivering an 80% faster turnaround on monthly and audit reports.

“

As a fast-scaling SaaS company, we needed an HR system that matched our pace. greytHR checked all the boxes: simple to use, quick to implement, and powerful enough to automate what mattered. It's been a solid foundation as we scale. ”

Akanksha

HR Manager, Engagebay India Private Limited

The implementation of **greytHR** has been a turning point in **EngageBay India Private Limited's** journey toward HR excellence. By eliminating manual bottlenecks and digitizing critical HR functions, **EngageBay achieved a seamless blend of efficiency, compliance, and employee empowerment** — all without expanding its HR headcount or investing in complex infrastructure. As EngageBay continues its growth trajectory in the SaaS space, **greytHR remains a trusted partner**, enabling smarter **people management** and driving operational impact with every click.

Simplify your HR and Payroll Operations with greytHR.

Book a **Personalized Demo** today 