

HRMall Automates Customer HR Functions, Makes HR Processing up to 80% Faster



HRMall
Manila, Philippines
www.hrmall.com.ph

Industry:

Professional Services

Employees:

100

Oracle Products & Services:

PeopleSoft Enterprise
Human Capital Management
Global Payroll
Time and Labor
Absence Management
ePerformance
Learning Management
Oracle User Productivity Kit
Oracle Consulting

“HRMall has developed a unique solution based on Oracle’s PeopleSoft Enterprise Human Capital Management, which we are now marketing to a range of commercial customers. We offer outsourced HR services based on the customer’s specific requirements and deliver the best of a shared service organization.” – Mark Hedley, Regional Director, HRMall

HRMall Inc., established in 2006 by Philippines-based Ayala Corporation, is a business process outsourcing (BPO) organization which offers integrated human resources (HR) and payroll support services to companies in the Ayala group.

Ayala is one of the largest and most diversified conglomerates in the Philippines. Its publicly-listed subsidiaries, which operate in the financial services, telecommunications, real estate, automotive, electronics, water infrastructure development, and information technology markets, make up around 27% of the total market capitalization of the Philippines’ composite index.

The company created HRMall after recognizing the need to streamline HR functions across the group. Many of its companies were using different HR systems and some were not using any software to manage these functions.

“There was no single source of truth, and this led to inefficiencies,” said Gabby Mejia, manager for business development, HRMall. “For example, HR staff would have to work at night to pull data from various HR systems to generate reports for managers, a process which was time-consuming and prone to error.”

After a rigorous evaluation process, HRMall selected Oracle’s PeopleSoft Enterprise Human Capital Management as the platform for its services. HRMall purchased PeopleSoft Enterprise Global Payroll, PeopleSoft Enterprise Time and Labor, PeopleSoft Enterprise Absence Management, PeopleSoft User Productivity Kit, and PeopleSoft Enterprise ePerformance.

HRMall combined these modules to offer integrated HR solutions matched to the client’s specific requirements. In 2008, the company bought PeopleSoft Enterprise Learning Management.

Key Benefits:

- Allowed staff to submit HR-related requests 80% faster through Web-based self-service functions
- Enabled HR managers to spend more than 50% of their time on strategic projects rather than transactional tasks
- Reduced the group's reliance on external HR consultants

Since then, HRMall has bid for and won contracts to provide PeopleSoft solutions to seven Ayala group companies, including Globe Telecom, Bank of the Philippine Islands (BPI), Manila Water and Ayala Land. HRMall has also started supporting commercial clients outside of the Ayala group and is aggressively marketing its BPO services across Asia Pacific.

HRMall's solutions have automated HR and payroll functions at Globe Telecom and Ayala Land. BPI is also taking advantage of streamlined HR and employee self-service functions. HRMall is providing around 20,000 staff with access to a consolidated system that offers comprehensive Web-based self-service functions. HR managers now spend more time on strategic HR planning and other valuable HR activities. An employee contact center was also established to manage queries and remove transactional load from these organizations.

"HRMall offers various HR services to companies in the Ayala group on a commercial basis, unlike a traditional captive shared services organization, which does not compete for business and is often regarded as a cost center," said Mejia. "In addition, the Ayala group companies are not obligated to use HRMall, which means that we are competing for business against other vendors."

"HRMall has developed a unique, best-in-class solution based on PeopleSoft Enterprise Human Capital Management, which we are now marketing to a range of commercial customers," said Mark Hedley, regional director, HRMall.

Self-Service Empowers Users, Queries Resolved Faster

Globe Telecom staff use PeopleSoft Enterprise Human Capital Management's Web-based self-service functionality to check personal information, including their leave balances, and amend details such as change of address. Staff no longer have to submit paper-based requests, and users are now completing their HR requests up to 80% faster.

"Globe Telecom staff told us that they feel empowered because they can manage their own personal information," said Mejia. "They finally have visibility over the information that they need. This might include simply knowing which staff members are going on holidays next month so they can better plan how to keep the business running smoothly while they are away."

HRMall also provides HR managers with access to a single system and the ability to resolve all employee queries through the HRMall employee contact center. These queries are answered within strictly-defined service levels ensuring a high level of service to the end user.

In addition, management reports that previously took six hours to generate can be completed in 45 minutes with improved accuracy.

More Time for Strategic HR Projects

Prior to implementing the PeopleSoft solution, several companies in the Ayala group, including Globe Telecom, spent up to 80% of their time on transactional HR issues. With the solution in place, it is estimated that HR staff are spending more than 50% of their time on strategic projects such as succession planning, employee training, and skills assessment.

“The objective is to move HR staff out of transactional roles and refocus them on providing more value-added services for the business,” said Hedley.

“In the past, we used to outsource some of our higher-value HR strategic planning to external consultancies. Now we have freed time to allow the HR department to do this work themselves. This saves money and helps keep staff engaged with more interesting work.”

Why Oracle?

Ayala shortlisted several HR systems during the initial selection process. Almost all HR practitioners across the group of companies felt that Oracle’s PeopleSoft solutions offered richer functionality and a more user-friendly interface than competing systems.

Oracle Consulting also proved to be an excellent fit for the project, providing implementation assistance and training for HRMall’s in-house consultants during the initial stages of the project.

HRMall has since built its internal PeopleSoft practice and is now one of a select group of Oracle BPO partners worldwide. This partnership allows the company to offer PeopleSoft Enterprise HCM under a hosted model to Ayala companies and external clients.

“Ayala, through HRMall, is expanding into the global marketplace,” said Hedley. “It is important that we partner with organizations that offer the same level of quality as we do.”

Implementation Process

The decision to establish HRMall, purchase PeopleSoft, and engage Oracle Consulting to implement the solution at the pilot company was made by the Ayala Group HR Council. This council is composed of the HR heads of the major companies in the group, and confirmed by a committee of the group’s CIOs with input from business executives.

Oracle Consulting’s strong presence in Asia enabled HRMall to overcome the shortage of PeopleSoft experts in the Philippines. Oracle used resources from Oracle Solution Services India, Oracle Singapore, and regional partners to keep the project on track.

“Oracle and Oracle Consulting worked with us to ensure that the project stayed on course and delivered the benefits that we are seeing today,” said Hedley.

HRMall Inc., established in 2006 by Philippines-based Ayala Corporation, is a business process outsourcing (BPO) organization which offers integrated human resources and payroll services to companies in the Philippines and across the Asia-Pacific region.