

# U.S.H.A. Redefining Employee Engagement

ADITYA BIRLA  
UltraTech

POWERED BY

AI ARTIFICIAL INTELLIGENCE

NLP NATURAL LANGUAGE PROCESSING

ACCESS ME ON  
DESKTOP/ LAPTOP MOBILE PHONES

Hi, I am  
**U.S.H.A.**  
UltraTech's Smart HR Assistant  
@ www.abgulink.com

INTRODUCING  
THE FUTURE OF EMPLOYEE EXPERIENCE

**U.S.H.A.**  
ULTRATECH'S SMART HR ASSISTANT

Employee Empowerment

Availability Round The Clock

Prompt response at your finger prints

Seamless Employee Experience

## I. Purpose:

At UltraTech we have experienced 80% organic and inorganic growth in the last 5 years across geographies. UltraTech is spread over 56 manufacturing locations all over India, incorporating 23 Integrated units, 25 Grinding units, 7 Bulk Terminals, 3 Head offices, and 345 marketing locations. UltraTech needs cultural & organisational assimilation of a large population of employee base. To provide unique and seamless employee experience, UltraTech innovates to serve employees better and ensure the implementation of future proof practices.



Transforming digital arena is changing the way employees interact and access information. Employees want their work experience to mirror their personal experience with technology, which is seamless, personalised, prompt & effortless. Conversely, we realised that we are yet to revisit our approach to deal with limitations that employees face. Some of them were lack of instant access to information, round the clock availability of information, uniformity in understanding of policies and processes and employee hesitation to reach out to HR for certain queries (e.g. queries related to maternity leave, POSH, whistle-blower policy etc.)

## II. Conceptual framework:

Based on various surveys, research & employee interaction at various platforms, employee engagement through employee empowerment came out as the need of the hour. HR team collaborated with IT team to co-create a cutting edge, scalable & sustainable technological solution to empower employees and make their lives simpler to ensure an outstanding employee experience.

One-stop Destination HR Policies & Process related Queries









Prompt Responses at Employees' Fingertips

Service Availability Round the clock (24X7)

Liberty to access information from anywhere

Eliminates the Hesitation to ask queries on sensitive topics

To address this, UltraTech has introduced a chat bot U.S.H.A. (UltraTech's Smart HR Assistant). She is chat based conversational platform hosted on UltraTech's intranet Ulink & also accessible through WhatsApp, who addresses queries of employees. These queries are specific to people & business-related processes and policies; available to management & staff cadre employees of the business in India and can be accessed through any device i.e. laptop, desktop or mobile. U.S.H.A. uses Natural Language Processing (NLP) a specialised domain of Artificial Intelligence (AI) that has the capability to understand human language and reciprocate accordingly giving it a customised conversational experience. The following approach was adopted for this project.

Steps	Description
 Idea Idea icon showing a lightbulb above a person's head.	It included brainstorming sessions with internal teams which included IT team and HR teams across locations. Extensive online and offline research and benchmarking by experiencing live chat bots of other companies was done.
 Identification of technology partner Icon showing two hands shaking.	Applications from various service providers through bidding process and critically examined proof of concept. We joined hands with Pune based technology service provider. Our main criteria of selection were strength of technology platform, financial strength, scalability, team size & promptness in technical support and open to customisation/adaptability in the journey.
 Scope definition Icon showing a target symbol.	Long term scope covered the entire life cycle i.e. from hire to retire. However, we planned to introduce all aspect in phased manner, starting from query management on HR policies and processes.
 Working prototype Icon showing a 3D cube or building structure.	We started with four basic HR policies and prepared an exhaustive question & answer bank along with menu-based information for each of them. Few pilots were done within HR teams and a set of employees from various locations and both verticals i.e. manufacturing and marketing. This ensured inclusion of diversity & perspectives due to location and nature of workforce
 Rapid innovation Icon showing a person running with a gear.	A structured & collaborated approach enabled IT and HR to progress from prototype to production. This cross functional team worked on technology that is not yet mature and developed framework to deliver futuristic business solution for enterprise scale.
 Branding & campaigning Icon showing a megaphone.	To increase awareness & establish culture of interaction with machine, many real life incidents and how technology can be helpful, was portrayed through animated video clips, comic strips, communication mailers, posters during business wide branding and campaign for 2 weeks
 Deployment to production (Launch) Icon showing a rocket launching.	U.S.H.A. could address most common queries from these four policies and had an option to escalate any unanswered query to project team, which was addressed by HR team member within 3-4 working days.
 Performance optimisation Icon showing a person with a gear and a plus sign.	This step also involves supervised training in which we are increasing the intelligence and accuracy of the bot by training them on relevant data set obtained through chat, up/down voted answers/escalated queries.

U.S.H.A. is one of its kind because of its in- house development, which provides high scope of customization and better data security. U.S.H.A. has walked the extra mile surpassing HR to incorporate features related to Safety, Business operations SOPs etc. Few features on U.S.H.A. like the Medicaid E Card download, Doctor on call feature etc. were very helpful during pandemic times. U.S.H.A. has dynamic dashboard which helps in quick takeaways in understanding employee sentiments. U.S.H.A. is accepted as extended HR team member who has enabled HR teams to spend their time on qualitative working.

### III. Overall implementation journey along with current stage of implementation

**Embarking on the transformational journey:** U.S.H.A. is designed to become an integral HR Team member with deep understanding of organisational culture, employee sensitivity, and customer centricity. We envisage U.S.H.A. as an HR team member who can handle most of the HR transactional services e.g. addressing employees' queries on basic HR policies and processes in short term and can gradually evolve into a more tactical role and then subsequently to a predictive analyst & consulting role in future as below:



### Phase 01

#### All ABG & UTCL HR policies & processes and One-Click

- Self served chat platform for HR Policies & Processes
- Feature of one click to essential websites

### Phase 02

#### HRMIS integration & personalization

- Personalized responses
- Information of dynamic data e.g. leave balance, LTA balance, payroll information
- Interactive feedback
- Introduction on WhatsApp channel

### Phase 03

#### Assistance during Pandemic

- Business SOPs to get back to operations from lockdown
- Doctor On call feature
- Instant Mediclaim card download
- Single window access to learning resources

### Phase 04

#### Addition of features

- Leave transaction assistance
- New Joinees virtual buddy
- Digital training status
- Xplore portal – new career opportunities
- Voice enabled

### Phase 05

#### Employee assist

- Reimbursements & loan requests
- Travel portal assistance
- Performance documents
- MS TEAMS as a new channel

### Phase 06

#### Recruitment & hiring, Employee engagement & onboarding, facilitating employee life cycle







- Screening
- Behavioural event interview (1st Level)
- Goal setting quality
- Performance feedback & reviews quality
- Other business functions information



Further details of all features implemented is displayed in the below table



	Continuous addition of <b>policies &amp; processes</b> related to HR. Currently 29 policies & process deployed.
	<b>OneClick office essential websites</b> – 23 websites that an employee uses on-a-daily basis were included along with prompt for quick recalling of login credentials
	<b>Personalization</b> - Employee identification & providing personalized responses to the queries by employees
	<b>Cashless Network hospital</b> - Pincode based cashless hospital search in times of emergency
	<b>Employee personal data</b> – Employee can check their leave balance, reimbursement balances, their Tax computation & PF contribution cards, payslip downloads
	<b>WhatsApp introduction</b> – New channel deployment - all features on web platform are continuously being deployed on WhatsApp
	<b>Interactive feedback</b> – User experience feedback collected on regular basis for continuous improvement.
	<b>Business SOPs</b> – Business SOPs for getting back to operations from lockdown introduced for employees to follow guidelines
	<b>Doctor On call (D.O.C)</b> - This convenience was designed with focused support for employees and their families who do not have access to company hospital / doctor facilities as during lockdown, visiting a doctor was challenging

Way Ahead

	<b>Assisting beyond HR function</b> – Introduced 37 safety standards & procedures to reinforce the safety culture
	<b>Learning &amp; Development</b> – One stop direct access to all the E learnings and training materials for any competency / sub-competency
	<b>Medicclaim E Card</b> – One click download of Medicclaim E Card of the employee and his dependants; really helpful during emergencies
	<b>Suggestion section</b> – Employee can give their feedback / suggestion for better use & experience on the platform
	<b>Onboarding assistance</b> – One stop platform for new joinees during their onboarding
	<b>Proactive &amp; personalized interaction with employees</b>

#### IV. Business Impact & Outcome:

- **Engaged Employee:** Customer Centricity has been redefined in the past few years by the way technology touches the lives of people through readily available web platforms. To provide the same level of superior experience, we introduced an AI enabled platform – U.S.H.A., which would service employee’s requests promptly – anytime & anywhere, and hence epitomize customer centricity.
- **Shift in employee communication:** Various hesitation factors hinder employees to approach the HR personnel directly, such as fear of judgement, revealing personal information or assuming the query to be trivial. Introduction of U.S.H.A. has alleviated all these employee concerns and provided them with a buddy whom they can reach out openly and honestly
- **Employee Sensitivity:** Appreciation and recognition from employees about usefulness of U.S.H.A. during exigency situations

 <b>Before U.S.H.A. Launch (Conventional Employee Experience)</b>	 <b>After U.S.H.A. Launch (Technological Employee Experience)</b>
Difficult to get queries addressed beyond office hours	Round the clock response to queries
Clueless about processes outside office/new location	Information accessed from anywhere through laptops, desktops/mobile
Hesitation to ask sensitive/personal queries	Liberty to ask queries & equipped with knowledge about organization’s policies & processes
Delayed response from relevant person	Prompt response for queries on employee’s demand
No avenue to reach out in case of emergency situations	Uniform, correct & continuous support

X-----THE END-----X