Nomination: 9343

Achievement in Managing a Remote Workforce

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Startek

Mobile Phone Number

+91 90494 06122

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Achievement in Managing a Remote Workforce

Category

B01 - B67 Achievement > B28 - Achievement in Managing a Remote Workforce

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

For more than 35 years, Startek (www.startek.com) has delivered customer experience for world's leading brands. We believe that every organization can deliver a meaningful customer experience at every touchpoint by harnessing the power of empathy. With a footprint across 13 countries, our 38,000+ associates create memorable, personalized experiences in both voice and non-voice channels. Our clients span from Fortune 500 companies to fast-growing startups in a diverse range of industries - cable, media and telecom; travel and hospitality; retail and e-commerce and banking and financial services. By creating closer connections, Startek delivers value for clients, opportunity for our people and sustainable growth for our shareholders.

We continuously strive to create an inclusive culture. This is hugely manifested in numerous awards bestowed upon Startek – Comparably Awards for Global Culture, Company Outlook, Career Growth, Best HR Teams, Diversity, Women, Stevie Awards for Diversity and Inclusion, Employer of the Year, Leadership Development and Managing a Remote Workforce, Great Place to Work (GPTW) certification, Best Workplaces in Diversity, Equity & Inclusion by GPTW, America's Greatest Workplaces for Diversity by Newsweek, HR Asia awards for Diversity and Best Companies To Work For In Asia, Managing the Hybrid Workplace by SHRM and many more.

b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

A clear Work at Home (WAH) strategy was formulated and HR acted as a key linkage in executing this plan. We operated out of the 'People first' objective through the following:

• Leadership role modelling: Leadership team led from the front and acted as role models in supporting an agile, collaborative and inclusive culture.

• Setting up of task force: A task force comprising of top management team was dedicated to effective and seamless transitioning and providing unified employee experience to remote workforce.

• Designed the enterprise process library to house documents for easy reference

• Clear Remote Working Strategy by HR: A clear strategy was formulated as part of long term business planning and HR acted as a key linkage in executing this plan.

• Disseminated IT security protocols in HR policies: Rigorous communication was done to employees to protect confidentiality and integrity of systems and related physical resources. We incorporated these in HR policies and made sure employees working from home and office are cognizant that all policies and processes are adhered to as is done in the physical contact center or the client's environment.

• Customers & Clients: All efforts were made to ensure that customers were provided seamless experience with sustained revenue and profitability.

• Health and well-being: We evaluated our well- being strategy and circulated digital employee handbooks to employees along with multiple banners/ videos/ webinars for sensitization.

• Focus on digital penetration: While digitalization was done, there was a need to increase its penetration.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

Measurable Impact

1. Shareholders

• 38000+ employees, 13 countries, 38 global locations serving a diverse client base; adopted seamless hybrid working model with 55% workforce working remotely.

• Adoption of a mix of staffing models i.e., full time, part time, split time and flexi workforce

• Index people cost (people cost as a percentage of revenue) is largely stable

• Average Voluntary attrition is largely stable

• Ensured business continuity

• >85% client approvals sought on time to ensure no productivity loss.

2. Employees

• Onboarded 23000+ people across geos to operate in hybrid work environment.

• Referral hires: increased

• 98% on time hiring for hybrid work model

• Conducted 3000+ R&R/ employee engagement programs for hybrid workforce

• 1200+ people moved up the career ladder through internal job postings

• Statutory compliance index was 100%

• Enhanced the gender ratio to 50:50 (male:female)

• 400+ employees working in the organization are Persons with Disabilities

• The engagement survey results conducted yielded healthy results.

• Training throughput was enhanced during this period.

• Greater employee morale and job satisfaction.

• Hiper-Hipo program was initiated and 600+ employees identified in the overall process using 3*3 talent grid model

3. Customers

• To drive greater productivity for clients, we trained frontliners on adopting digital solutions.
• Productivity and delivery of services to the clients remained unaffected owing to the smooth transition.

All the above made sure that all employees, regardless of where they are, feel empowered, engaged, and have unified employee experience.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

It was quite challenging for a BPO like us to firstly transition into remote and hybrid work mode especially when the whole engagement of a BPO happens through the infrastructure in office. And more importantly, to provide unified employee experience for our distributed workforce. For us it was a first time, especially when historically we did not have a hybrid mode of working ever in the organization and this was the first time that we transitioned to such a model and made efforts to significantly enhance employee experience.

We successfully redesigned the HR systems and processes and rolled out new HR tool as part of the ongoing evolution of Startek. By leveraging the latest technology, we are creating a better associate experience and enabling teams to collaborate across departments through unified processes. Risk Management was mitigated through Anti-Fraud policy, Cyber security policies, Code of Conduct, Whistle Blower, Prevention of Bribery & Corruption, Prevention of Harassment policies etc. Customer centricity was aligned in a remote environment and we communicated our value proposition. Learning and development for future skills in hybrid environment was done and we also reached people through the 'People and Culture' virtual platform so that sensitization is done even in a remote work environment. We deployed several strategic initiatives to foster a unified experience for distributed workforce which includes an integrated Talent Engagement Architecture comprising of five facets viz. Career opportunities, Senior Leadership interactions, Transparent and open communication, Reward and Recognition Programs and Employee Engagement Programs.

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Would you like to add an additional supporting document?

Yes

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