



Case Study: Aditya Birla Group



Aditya Birla Group

Global vision, Indian **values!**

The Aditya Birla Group, with its businesses spread across the globe is a revered name in the corporate world. The group has always laid stress on taking care of its employees well.

<http://www.adityabirla.com/>



The Problem

ABMCL officials while traveling on work were often opting to stay in hotels preferring them to the company's well facilitated and luxurious guest houses. ABMCL wanted to conduct a survey among its top management to find the issues and approached HTMTi.

ABMCL wanted to conduct an employee poll for its best achiever or performer where there would be employees voting on one hand and managers voting on the other. The company asked HTMTi to design the whole communication exercise.





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The Approach

HTMTi decided to make the survey and the poll user friendly and interesting. The survey among the management was designed without subjecting the user to much technical activities or long drawn out exercises. It allowed the user to fill in the data like responding to an email and did not stress out the user.

The employee poll too was pepped up with anecdotes and experiences of employees. It was designed like a quiz with a scoring system which was entertaining and inspiring. Managers and employees could vote for their favourite members and scores were accordingly allotted.



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The Solution

Since ABMCL was not keen to have a login username/password system, HTMTi devised an automatic email based authentication where an email invitation sent by the system to the user will contain a link to the survey. These links will be unique for each user and the survey can be taken only once by one user. The excel sheet exported from the database could be further used to generate figurative reports. The forms would have various usability features built in to enable filling up the form with ease and ensure that only the intended data is collected and typos are prevented.