



# Blackwood Hodge Kenya CASE STUDY

**How Blackwood Hodge Kenya deployed ZOHO PEOPLE to streamline their core HR Management functions.**

# CASE STUDY

# THE CLIENT



Blackwood Hodge Kenya has been a leading generator specialist in Kenya since 1949. In partnership with FG Wilson, a global leader with over 50 years of experience in the power industry, we excel in every aspect of FG Wilson generator set solutions. Our expertise spans the entire process, from selecting the right generator for your needs to installation, commissioning, parts delivery and comprehensive aftermarket support & maintenance. You can rely on Blackwood Hodge Kenya for dependable power solutions.

Our portfolio expanded in 2019 with the inclusion of Clark, a globally renowned material handling equipment supplier who continues to lead the industry with its innovative and reliable warehouse management solutions.

In 2024, we further enhanced our offering by adding distribution rights of Xylem pumps. Xylem is a leader in developing innovative water solutions through smart technology.

## BLACKWOOD HODGE KENYA

# CASE STUDY

# THE CLIENT



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No.: +254 20 6552249 | +254 707205444

Location: Enterprise Homa Bay Road, Nairobi, Kenya

Field & Nature of Business: Power Solutions Provider

ZOHO Subscription Obtained: **ZOHO PEOPLE**

**BLACKWOOD HODGE KENYA**




## CASE STUDY

# PROBLEM STATEMENT & KEY CHALLENGES

Blackwood Hodge Kenya, a power solutions company specializing in generators, faced escalating challenges in managing its HR and People Management functions following a recent acquisition and expansion of its service lines. The rapid increase in staff rendered traditional, manual processes for managing core HR activities - such as maintaining staff records, attendance tracking, leave management, performance evaluations and payroll processing - inefficient, error-prone and time-consuming.

These challenges were further compounded by the need for seamless coordination across an expanded organization, compliance with local and global standards introduced by the parent company and the demand for timely, data-driven decision-making. Because of the rapid growth and acquisition, Blackwood Hodge Kenya faced difficulties integrating legacy systems with modern HR technologies, ensuring data accuracy, maintaining employee engagement and scaling HR processes to meet increased operational demands. These inefficiencies risked undermining productivity, employee satisfaction and overall organizational agility.




## CASE STUDY

# PROBLEM STATEMENT & KEY CHALLENGES

As we've grown, managing our workforce has become a daunting challenge. Without a proper system in place, everything from tracking attendance to processing payroll feels like a never-ending chaos. We're buried in spreadsheets, struggling to keep up with leave requests, performance reviews, and compliance requirements. The inefficiencies are taking a toll on our team, and it's clear we can't sustain this pace without a major overhaul in how we manage our people.

~ **Silvester Ng'ethe, IT Specialist, Blackwood Hodge Kenya**



## CASE STUDY

# PROPOSED ZOHOO SOLUTION(S)

Mediacent Interactive, leveraging its expertise in transforming HR operations for growing businesses, proposed an integrated solution powered by **ZOHO PEOPLE** and **Payroll Master Kenya App** (Payroll solution that Mediacent's IP). This dynamic suite combines cutting-edge automation with user-friendly design, tailored to streamline core HR processes, eliminate inefficiencies, and enhance workforce productivity.

**Key Features and Benefits that Blackwood Hodge Kenya would enjoy with this installation include but are not limited to:**

- ✓ **Centralized Employee Data:** Consolidates staff records in a secure, accessible platform, ensuring data accuracy and reducing administrative workload.
- ✓ **Automated Attendance Management:** Tracks employee attendance in real time, integrates with biometric devices, and generates detailed reports effortlessly.



# CASE STUDY

# PROPOSED ZOHOSOLUTION(S)

- ✓ **Comprehensive Leave Management:** Simplifies leave requests, approvals, and tracking with customizable policies and visibility across the organization.
- ✓ **Performance Management:** Provides a robust framework for goal-setting, evaluations, and feedback to drive employee growth and engagement.
- ✓ **Streamlined Payroll Processing:** Ensures accurate, compliant payroll management with automated calculations, statutory deductions, and on-time payouts.
- ✓ **Self-Service Portals:** Empowers employees to access payslips, submit leave requests, and update personal details, reducing HR dependency.
- ✓ **Scalability and Integration:** Seamlessly integrates with existing tools and scales as the organization grows, ensuring long-term value.

This tailored solution would not only resolve Blackwood Hodge Kenya's immediate HR challenges but also position them for sustained operational excellence.

# CASE STUDY

# IMPLEMENTATION

## Discovery

The methodology starts with the discovery phase, where the company's requirements are gathered. This includes understanding the current business processes, and workflows, and identifying areas where the solution can be deployed to streamline operations

## Design

During the design phase, the methodology includes designing the solution to meet the specific needs of the organization. This includes configuring the solution products, customizing workflows, and integrating solution with other systems.

## Training

Once the solution is built, the methodology includes training users on how to use the solution. This includes conducting training sessions and providing ongoing support.

## Planning

Once the requirements are gathered, the methodology includes planning the deployment. This includes setting up a project team, defining roles and responsibilities, and creating a timeline for the deployment.

## Build

The build phase involves building the solution. This includes creating user accounts, migrating data, and configuring integrations. The methodology also includes conducting testing to ensure that everything is working as expected.

## Deployment

During the deployment phase, the solution is rolled out to the organization. The methodology includes monitoring the solution to ensure that everything is working as expected and making any necessary adjustments.





# CASE STUDY

# IMPLEMENTATION

## **Duration it took to implement the solution(s):**


The project took a total of 3 Months.

## **Bottlenecks, and how they were mitigated**

Initially, there was a slow supply of necessary client-side info (causing a 2-month job to turn out to be 3 months). However, Mediacent Interactive expertly navigated this issue, highlighting the needs for prompt share of requested info so as to safeguard implementation timelines.

## **Additional services provided- e.g. migration, customization & integration**

Blackwood Hodge Kenya required migration of it's old HR data from the previous Excel system to the new ZOHO PEOPLE platform. This was effectively handled with correct mapping from old to new system.



# CASE STUDY

# RESULTS: BENEFITS & ROI

## Business Impact Post-Implementation

Adopting the **ZOHO PEOPLE** solution enabled Blackwood Hodge Kenya to transform its HR operations into a streamlined, data-driven function that aligns with its strategic goals. By leveraging automation and centralization, the business was able to achieve operational efficiency, enhance employee satisfaction and drive measurable business growth.

### Some of the Positive Outcomes for Blackwood Hodge Kenya included but were not limited to:

- ✓ **Centralized Data Hub:** Provides a unified view of employee and operational data, ensuring accuracy and simplifying audits.
- ✓ **Increased Efficiency:** Automation of HR processes reduces manual errors, saves time, and allows teams to focus on strategic initiatives.
- ✓ **Enhanced Revenue Potential:** Improved employee management boosts productivity, directly contributing to operational profitability.



## CASE STUDY

# RESULTS: BENEFITS & ROI

- ✓ **Improved Lead Conversion:** Efficient workforce management supports sales and service teams in delivering better client experiences.
- ✓ **Data-Driven Decisions:** Real-time insights enable informed, strategic planning and forecasting.
- ✓ **Stronger Communication:** Self-service portals and centralized systems improve transparency and foster open communication.
- ✓ **Better Team Synergy:** Streamlined processes enhance collaboration and create a more cohesive workforce.
- ✓ **Objective Alignment:** Simplified processes allow leadership to focus on achieving business goals without HR-related disruptions.
- ✓ **Client Team Onboarding & Training:** We believe ultimate success when it comes to systems is "not in implementation, but rather in adoption of the system". As such, Mediacent Interactive, through its mantra of "walking with the client team every step of the journey", provided thorough team training to relevant system users, ensuring they not only grasped, but became prolific in the use of the implemented solutions.

## CASE STUDY

## TESTIMONIAL

The implementation of Zoho People and the Payroll Master App has completely transformed how we manage our workforce. What was once a chaotic and time-consuming process is now seamless and efficient. With centralized data, automated workflows, and real-time insights, we've not only eliminated the inefficiencies of the past but also empowered our team to focus on what truly matters - delivering exceptional value to our clients. This solution has been a game-changer for our growth and operational excellence.



- Silvester Ng'ethe, IT Specialist, Blackwood Hodge Kenya



# CALL TO ACTION (CTA)

## Join the #ZohoRevolution

Experience the transformative power of Zoho ERP with Mediacent Interactive, your trusted partner in seamless implementation, tailored solutions and reliable ongoing support.

Our proven track record of delivering success stories for businesses like yours speaks for itself. Don't just adapt—lead.

Let's revolutionize the way you work, together.

Your growth starts here!!



# THANK YOU...



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