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PTG TRAVELS CASE STUDY

BRIEF DESCRIPTION

How PTG Travels used Zoho People and Recruit as a Human Resource Management System to streamline the processes of hiring and personnel management for enhanced efficiency and effectiveness within the organization.

OVERVIEW

In the cab industry, managing driver recruitment, training, and scheduling poses challenges. High turnover rates require continuous recruitment efforts, and coordinating shifts can be complex. Maintaining positive driver-passenger relationships adds another layer of management complexity, making it crucial for cab companies to address these challenges to ensure a reliable and customer-friendly service.

Zoho People was able to help PTG Travels in staff management across all regions, manage driver shifts, leave management, performance management, and learning management.

Zoho Recruit made their recruiting process seamless and fast.

Key Takeaway: The importance of having a Human Resource System that helps with staff management.

EXECUTIVE SUMMARY

PTG is located in Nairobi, Kenya at One Padmore Place, George Padmore Road off Marcus Garvey, ground floor.

PTG is a transport solutions provider that has been in business for close to a decade and a half. It is a premier provider of safe and reliable transportation services in Kenya, which takes pride in using technology and innovation to make work easier and customers' lives better. Our AI-powered dashboards enable our customers

to make money-saving decisions, while our commitment to safety, reliability, ease of use, and exceptional customer service ensures that every ride with PTG Travel is a seamless and convenient experience.

Clients' Quote " Only we can do so little but together we can do so much"

PROBLEM STATEMENT AND KEY CHALLENGES

Previously, they used a multi-platform environment. We used different platforms for different functions. We experienced the following challenges;-

○ **Compatibility Issues:** Software Incompatibility: Different platforms had varied software requirements and versions, leading to compatibility issues.

○ **Data Format Inconsistencies:** Data formats differed between platforms, making it challenging to share and process information seamlessly.

○ **Workflow Disruptions:** Inconsistent workflows emerged when employees switched between platforms, affecting productivity and efficiency.

○ **Cost of Maintenance:** Higher Maintenance Costs.

○ **Training Expenses:** Training employees to use multiple platforms was time-consuming and costly.

"In transportation conquering high cost and workflow disruptions is a keen to sailing through a sea of challenges"

EVALUATON OF THE PROBLEM

○ Their employees requested for a platform where they will be able to monitor their needs.

○ They had a challenge in managing their internal and external contracts.

○ The HR department needed a platform where they can track each employees performance, leave applications, and attendance in one platform.

○ The logistics manager had a tough time controlling the drivers shifts which sometimes led to driver burnout.

○ A system that would integrate and enable transfer candidates to employees

○ Conducting trainings for the employee was expensive hence needed a system that has ready trainings/courses for the employees.

PROPOSED SOLUTIONS

Zoho People;

- **Attendance management:** through kiosk, the management was able monitor attendance by having the employees' check-in/check-out from anywhere.

- **Leave management:** through leave tracker, both employees and the HRM will be able to monitor leave balances and approvals.

- **Shift Management:** through Roster Management, the different departmental heads will be able to allocate shifts.

- **Performance Management:** through Appraisals, employees will be able to evaluate their performance through self-appraisals and from their line managers.

- **Learning management system:** through LMS, employees would acquire or enhance their skills.

- **File Management:** through files, employees documents including contracts, disciplinary cases, and academic certificates.

Zoho Recruit;

- **Job Openings:** through the different job boards linked on Zoho recruit the HRM would be able to pick candidates best suited for different roles.

- **Zia bot:** helps in getting the best match in accordance to your vacancy requirement.

- Ease of hire for the HRM from anywhere through the mobile feature.

IMPLEMENTATION

Implementation of Zoho People and Recruit took Mediacent Two months, were there was a 40% growth in client retention as well as satisfaction.

During implementation, the major bottleneck that we faced was adaptability from the client in terms of adjusting to the new software.

RESULT

The ability of Zoho People and Recruit to sync with different apps like email and calendar and meeting makes recruiting easier. That we can also conduct interviews directly from Zoho meeting therefore increasing productivity. Integrating with work drive has helped us store and manage CVs for easier access and file management. Cliq has been a major and quick communication tool. We love that the apps can be downloaded on mobile phones that allowing us to respond to issues promptly.

"As PTG Travel having Zoho has been a game changer and recruitment hustle free"

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CTA: **"Get A PTG Ride, the easy way.**

Download the App"