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BALI Won Bronze for

Infi in Transformational Data Governance in HR

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Executive Summary



Operating in a high-pressure, high-attrition industry, Bharti AXA Life Insurance (BALI) needed to digitize and streamline HR operations to keep pace with business growth and regulatory demands. Prior to transformation, employee lifecycle data - spanning onboarding, confirmation, exit, and performance - was scattered across spreadsheets, email trails, and standalone tools, making it difficult to track trends or enforce policy compliance.

By adopting Darwinbox, BALI created a centralized, future-proof HR ecosystem that enabled data-driven decision-making, scalable workflows, and a consistent employee experience - all while reducing cost, attrition risks, and operational load. This transformation brought all people data onto a single platform, unlocking real-time dashboards, automated compliance tracking, and improved accountability across HR operations.

Problem Statement

BALI faced serious operational bottlenecks due to:

- High attrition requiring constant recruitment and onboarding
- Fragmented systems and manual workflows in onboarding, confirmation, separation, and leave tracking
- Lack of centralized, real-time data, limiting timely HR decisions
- Challenges in scaling processes sustainably beyond current leadership

Key Challenges

- **High Recruitment Pressure:** Constant need to recruit due to industry-standard attrition.

- **Inconsistent Workflows:** Manual processes led to errors and poor employee experience.
- **Low Data Governance:** Scattered data systems hindered visibility and accountability.
- **Leadership Continuity Risk:** Absence of a digital framework to identify, develop, and retain future-ready leaders at scale.



Solution Implementation

To address these systemic issues, BALI implemented Darwinbox with the aim of unifying and future-proofing their HR landscape:

1. Automated Recruitment & Onboarding

- Used Darwinbox's Recruitment Module to reduce TAT and ensure Day-1 readiness. Seamless integration with external platforms enabled smoother coordination and faster closures.

2. Digitized Workflows

- Standardized processes across confirmation, separation, leave, and performance management for a seamless employee journey.

3. Created a single source of truth by consolidating all employee records and transactions into one platform - ensuring data accuracy, consistency, and real-time visibility across the organization.

4. Continuous Performance Management

- Introduced transparent, data-driven cycles with goal-setting, tracking, and multi-rater feedback, enhancing alignment, engagement, and clarity, data-driven cycles with multi-stakeholder feedback (MSF) capability to boost engagement and clarity.



Outcomes

- 10-day reduction in recruitment TAT, enabling faster closure and improved candidate experience.

- Day-1 onboarding readiness enabled HR to shift focus to first-90-day engagement and reduce early attrition.
- Stronger data governance: Centralized system empowered timely, data-backed HR decisions at all levels.
- Lean HR operations: Automation freed up 50–60 effort days, cutting HR direct costs significantly.
- Higher trainer productivity: Enabled coverage of more branches with fewer trainers through digital enablement.



Conclusion

Bharti AXA Life Insurance transformed its HR function by implementing Darwinbox to address recruitment pressure, reduce manual inefficiencies, and improve data visibility. The result: a leaner HR team, 10-day faster hiring, and improved onboarding across branches. With centralized data and digitized workflows, BALI created a future-ready, scalable HR ecosystem that delivers consistency, transparency, and business-aligned decision-making.