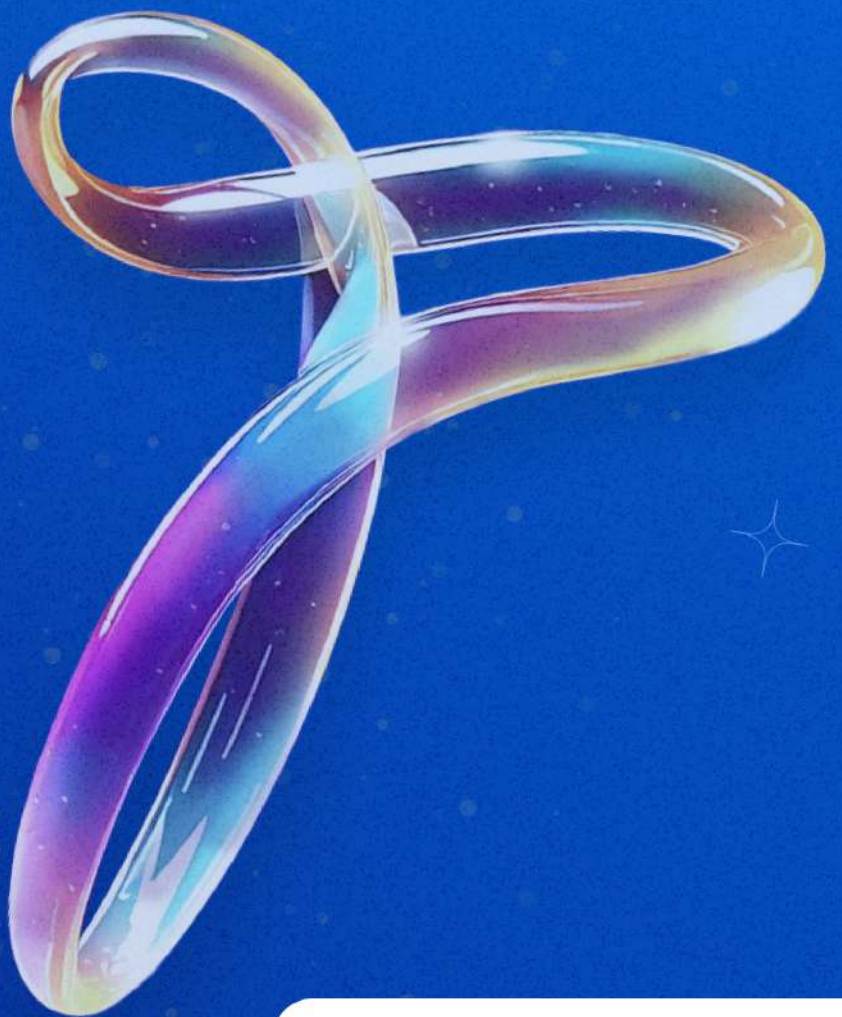


Bigbasket Won Silver for

Infi in Use of Technology in HR Process Redesign & Optimisation



Problem Statement



As India's largest online grocery platform, Bigbasket operates in a dynamic, high-volume business environment where workforce agility is critical. The HR function faced challenges in delivering a consistent employee experience across regions due to manual, fragmented processes and limited central governance. High-impact workflows like the Talent Acquisition and Employee Onboarding processes, were especially constrained by longer turnaround times (TAT), manual touchpoints, and governance limitations - affecting both operational efficiency and employee readiness.

To address these, Bigbasket partnered with Darwinbox to reimagine its HR operations - driving standardization, automation, and improved employee experience, at scale.



Key Challenges

- **Fragmented HR Processes:** Region-centric practices with limited central governance leading to inconsistent employee experiences.
- **Manual Workflows:** High dependency on HR and IT teams for process execution causing delays and bottlenecks.
- **Onboarding Delays:** Prolonged TAT for provisioning access, documentation, and readiness impacting productivity.
- **Governance Gaps:** Limited auditability and oversight increased compliance risks.



Solution Implementation

Bigbasket's HR transformation with Darwinbox was anchored on a technology-first approach to simplify and optimize processes:

1. **Shared Services Model:** Centralized recruitment and onboarding operations to ensure uniform practices and governance across regions.
2. **Digital Signature Adoption:** Enabled faster, paperless execution of statutory documents - improving compliance and candidate experience.
3. **Automated IT Provisioning:** Integrated HR-IT systems for auto-creation and deletion of email IDs, eliminating delays in employee system access.
4. **Structured Talent Assessments:** Introduced behavioral interviews for critical roles to improve hiring quality.
5. **Feedback-Driven Refinements:** Embedded onboarding feedback mechanisms to continually enhance employee integration.



Outcomes Achieved

1. **End-to-End Process Optimization:** Recruitment and onboarding cycles streamlined, setting a blueprint for other HR processes being implemented in subsequent sprints.
2. **Audit Score Improvement:** Internal compliance scores rose from 65% to 90% post-transformation.
3. **Accelerated Onboarding:** Onboarding timelines reduced from 3–5 days to 1 day, enabling day-one productivity for new hires.
4. **Faster Documentation:** Candidate TAT for signing statutory documents cut down from 2–4 days to 1 day.
5. **Instant IT Access:** Same-day email ID provisioning (earlier 3–5 days) created a seamless joining experience.
6. **Efficiency Gains:** ~75 man-hours saved per month for HR Ops and IT teams through automation.
7. **Foundation for Future-Ready HR:** Established a scalable, governance-first HR backbone, positioning Bigbasket to adapt rapidly in a growing market.



Conclusion

Bigbasket reimaged HR operations with Darwinbox's technology-first approach. Centralized shared services, digital signatures, and automated IT provisioning streamlined critical high-impact processes - reducing timelines, boosting compliance scores to 90%, and saving 75+ HR and IT hours monthly. This scalable, future-ready HR framework ensures delivery of consistent employee experiences, supporting Bigbasket's agility and growth in their fast-paced business environment.