

CASE STUDY • PEOPLE MATTERS INFINI-T AWARDS INDIA 2026

Sparsh: The Digital Front Door for a Workforce That Is Mostly Not at a Desk

SUD Life

Infini-T Awards Category: Digital HR Experience Innovation • HR Tech & Digital



Executive Summary

7,674 Employees across 27 business units and 176 office locations	68% Of the workforce is sales-facing and rarely at a desk	12 → 7 days Onboarding turnaround, a 42% reduction	7.2× Growth in Helpdesk use as employees chose the digital channel
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We have **7674 employees across 27 business units and 176 office locations in India**, inside a single legal entity. The composition is the story before any technology enters it: **5,270 sales frontline** make up more than three-quarters of our workforce, alongside 2,477 non-sales staff. Ours is a company whose people are mostly not sitting at a desk, in an industry where they are mostly not in an office either.

Our digital experience reflected the org chart rather than their day. Employees moved between separate platforms for HR services, payroll, learning, recognition and benefits, **each with different credentials, different navigation and manual support from HR behind it**. New hires completed multiple statutory PDF forms with repetitive data capture. Bank verification and apprentice attendance ran on manual compilation. Onboarding averaged **12 days**. Our HR team stayed tied up in routine support, and self-service adoption stayed low because self-service was harder than asking someone.

Our answer was not another HRMS. It was to make Darwinbox **the digital front door**: one mobile-first destination through which employees join, work, learn, connect, and grow. Branded internally as **Sparsh**, it unified onboarding, HR support, learning, payroll, benefits, recognition, engagement and separation into a single journey, with **Single Sign-On across six enterprise platforms** removing the authentication barrier that quietly kills adoption.

The proof is behavioural rather than declarative. Onboarding fell from **12 days to 7**. Helpdesk requests rose from **393 in FY2024-25 to 2,817 in FY2025-26**, a 7.2-times increase that is not a rise in problems but a migration of trust: employees moved their support requests onto the platform because the platform answered. Bank verification became automated by Penny Drop. **Technology got quiet enough that people could stop thinking about it**.

393 → 2,817 Helpdesk requests, FY2024-25 to FY2025-26	6 Enterprise platforms behind one Single Sign-On	176 Office locations reached by one mobile-first platform
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Six Logins for One Working Life

We had multiple HR systems that worked independently, forcing employees to navigate disconnected experiences for routine activities. Payroll, learning, recognition, benefits, and HR services each meant a different platform, a different credential, and a different set of habits to learn. Employee lifecycle processes were spread across several standalone enterprise applications with limited integration between them, and employees lacked a single digital destination for workplace services.

For a workforce that is **68% sales frontline** spread over 176 locations, that friction is not an inconvenience. It is the difference between using a system and phoning someone.

Where fragmentation was costing our business

The challenge we faced	The consequence it caused
Employees interacted with multiple disconnected HR platforms, each requiring separate credentials and navigation patterns	Routine HR activities became unnecessarily complex, reducing self-service adoption and increasing dependence on HR teams for support
Employee journeys had evolved around systems rather than user experience, leaving onboarding, learning, payroll, benefits and recognition inconsistent with one another	Employees met friction throughout their lifecycle, which limited engagement with digital HR services and reduced the perceived value of the HR technology already bought
Onboarding relied on multiple statutory forms requiring repetitive data capture	Administrative effort increased while employee readiness was delayed, and our first impression was made by a stack of PDFs
HR Operations spent considerable effort on manual validation such as attendance consolidation and bank verification	Operational capacity stayed tied to transactional work instead of strategic workforce initiatives
Employee support lacked a centralized digital service model	Limited visibility into service demand, inconsistent employee experience, and no way to measure service quality across the organization
Separation processes needed stronger governance, structured data capture and policy-driven workflows	Our HR leaders had limited insight into attrition trends, while manual coordination affected compliance and operational consistency

Reduce Employee Effort at Every Interaction

We were not looking for another HRMS. We sought a platform that could become the digital foundation for employee experience: configurable, scalable, mobile-first, and able to integrate with the enterprise systems already in place. We positioned Darwinbox not as a system of record but as a **Digital Workplace Platform**, and gave it a name of our own: **Sparsh**.

Our design philosophy was a single sentence, and every decision traces back to it: **reduce employee effort at every interaction**. We redesigned onboarding to eliminate repetitive data entry. Self-service expanded to cut dependency on HR. Single Sign-On removed authentication barriers. The Helpdesk digitized employee support. Workflow automation removed repetitive administration. VIBE turned the platform into a destination for communication and culture rather than a place you visit when something is due. These were not implemented independently; we orchestrated them into one continuous journey.

On the platform: **Core HR, Recruitment and Digital Onboarding, Helpdesk, Time Management, Studio, Performance, Talent Management, and VibeX**. Around it, six enterprise platforms connected through Single Sign-On, each retaining its specialism while the employee experiences one workplace.

Reduce employee effort at every interaction: every decision in the programme traces back to that sentence.

Six Platforms, One Door

Connected platform	What it does behind the single front door
HGS	Payroll, integrated through Darwinbox so employees reach pay information without a second destination
LinkedIn Learning	External learning content, reached by Single Sign-On rather than a separate credential
Saksham	Our internal learning ecosystem, sitting alongside external content in the same journey
Umaang	Rewards and recognition, so appreciation lives where work does
ABAC	Observation and reporting
Prudent Plus	Employee insurance and benefits management

Six passwords became one. For a distributed sales workforce checking something on a phone between client visits, that single change removes more friction than any feature on any of the six.

Six passwords became one.

Adoption by Subtraction

Our adoption strategy is unusual because it is mostly a strategy of removal. Nothing here is a campaign to persuade employees to use a system. Each item takes something away that was standing between them and it.

1.

Simplifying employee journeys

Rather than asking employees to learn multiple systems, we reduced digital complexity by creating one platform for HR services, payroll, learning, recognition, and benefits. **Reducing effort became our primary adoption strategy**, not a by-product of one.

2.

Mobile-first design

Recognizing the distributed nature of our workforce, we prioritized mobile accessibility across every journey, so employees could complete onboarding, access HR services and engage with workplace initiatives from anywhere. That significantly reduced dependence on physical offices and desktop systems, which for 5,270 sales-facing employees across 176 locations is the whole ballgame.

3.

Self-service by design

We redesigned onboarding, support requests, approvals, and employee information updates around self-service. The distinction we draw is worth keeping: **rather than increasing HR capacity, the transformation reduced employee effort**.

4.

Removing friction through SSO

Multiple passwords are invisible barriers to adoption. By introducing **Single Sign-On across six enterprise platforms**, employees experienced one connected workplace rather than six independent applications.

5.

Engagement beyond transactions

We intentionally positioned Darwinbox as more than an HR application. Through **VibeX communities**, employees took part in Family Day celebrations, Republic Day campaigns, benefit awareness drives and motivational sessions, which built regular platform engagement outside mandatory HR processes. A platform people visit only when something is due never becomes a habit.

6.

In-house certified champions

We built our own bench of **Darwinbox Certified Champions** internally, so each new feature Darwinbox releases is adopted promptly rather than waiting for a project. Adoption stopped being an implementation phase and became something we run ourselves.

What the Behaviour Says

The strongest evidence here comes from what our employees did, not from what was communicated to them.

Measure	Before Darwinbox	After Darwinbox
Helpdesk adoption	393 employee requests (FY2024-25)	2,817 employee requests (FY2025-26): a 7.2-times increase
Onboarding turnaround	Average 12 days	7 days, a 42% reduction
Onboarding experience	Multiple statutory PDFs and repetitive data entry	Fully digitized, with integrated statutory information and mobile-friendly workflows
Employee access	Separate credentials across multiple HR systems	Single Sign-On to six enterprise platforms through Darwinbox
Employee self-service	Limited, with significant dependency on HR for routine requests	Centralized digital self-service for onboarding, support, approvals and lifecycle services
Bank account verification	Manual document verification by HR Operations	Automated Penny Drop verification
Apprentice attendance	Manual compilation before payroll	Processed in-platform
Employee engagement	Fragmented across disconnected communication channels	Organization-wide through VibeX communities, campaigns and events
Separation	Manual coordination, limited attrition insight	Workflow-driven with structured data capture

The Helpdesk number is the one that deserves a second look, because at first glance it reads like a problem. Requests went **up** seven times. But nothing broke: what changed is **where our employees took their questions**. Support that used to happen through phone calls, messages, and personal follow-ups with HR moved onto a channel that tracks, routes, and answers. A support system nobody trusts stays quiet. Rising volume is what trust looks like on a chart.

Why We Believe This Stands Apart



One digital front door, not a set of HR processes

We did not treat employee experience as a collection of independent HR processes. We designed Darwinbox as the single digital front door through which employees reach every major workplace service: onboarding, support, learning, payroll, benefits, recognition, engagement and separation, unified into one connected experience on one mobile-first platform.



Technology redesigned around behaviour, not the reverse

Rather than asking employees to adapt to technology, we redesigned technology around employee behaviour. That is the difference between digitizing HR administration and designing an integrated workplace experience, and it is why adoption did not need to be mandated.



Built for the 68% who are not at a desk

Sales frontlines make up 5,270 of our 7,600+ employees, across 176 office locations. Mobile-first was not a feature choice; it was the only way a platform reaches this workforce at all. Adoption that only lands with head office staff would have missed three quarters of the company.



Adoption maintained in-house

In-house Darwinbox Certified Champions keep new platform capabilities adopted as they release, rather than waiting for the next project. We own our own adoption curve, which is what turns a launch into a habit.

The Moment That Mattered

The Vibe platform on Darwinbox played a key role in strengthening employee engagement and fostering a sense of community. We leveraged Vibe to recognize and celebrate **Long Service Awardees** through dedicated posts reinforcing a culture of appreciation and belonging. Employees used the platform to support one another through the **Mediclaim community group** by sharing information, experiences, and guidance. Vibe also enabled colleagues to connect beyond work, with employees sharing pictures and experiences from activities such as the Women’s Premier League cricket outing through the Fun@Work community. Together, these moments showcased how a digital social platform can drive recognition, collaboration, and meaningful employee connections.



Ashitosh Ananda Koravi shared a post with [SUD Life - Medical Assistance Community](#)
6 months ago

Dear Mediclaim Team, I would like to express my heartfelt thanks to the entire mediclaim team,HR team, for the excellent support provided during my medical treatment. Your prompt response, clear guidance, and efficient handling of the claim process made a difficult time much easier for me and my family. I sincerely appreciate your dedication, professionalism, and cooperation throughout the process. Thank you for your valuable support. Kind regards, Ashitosh Koravi



Abhijeet Anandao Patil, Vijay Kumar & 28 others

1 Comment





Dhruv Kamleshbhai Patel shared a post with [SUD Life - Medical Assistance Community](#)
6 months ago

Big thanks to SUD Life HR Services team and Mediassist team for the super quick settlement of my wife's maternity claim! 🙌
The process was smooth & hassle-free and the claim got settled in less than 10 days 🙌
Really appreciate your support! 🙌



Radhika Vinod Ghangurde shared a post with [Fun @ Work!](#)
6 months ago



The Workplace Premier League (WPL) brought out the best of team spirit, energy, and excitement! It was all about bonding beyond work and creating memories together.

📸 Here's a glimpse of the fun we had during WPL!

Got your own WPL pictures or moments? Share them with the community and let's keep the spirit alive!

[#WPL](#) [#Fun@Work!](#) [#TeamBonding](#)

[See Less](#)



Star Union Dai-ichi Life Insurance shared a post with [Investments Department](#)
7 months ago



Congratulations to Mr. Sujoy Sudhir Nimkar on receiving the Long Service Award, presented by Mr. Ram Kamal Samanta.
Your dedication and commitment over the years are truly inspiring! 🙌🙌🙌

From Our Leadership

“At the heart of our digital transformation journey is a commitment to elevating employee experience. Through Darwinbox, we have unified HR services, learning, payroll, benefits, and engagement into a single, intuitive platform that empowers employees to focus on meaningful work while staying informed, supported, and engaged. The significant gains in onboarding effectiveness, self-service adoption, and employee engagement demonstrate how thoughtfully designed digital experiences can drive both employee satisfaction and business impact, helping us build a more agile and future-ready organization.”

Mr. Dinesh Bojwani

CHRO, SUD Life

CONCLUSION

The Benchmark We Set

Picture the working life this platform was built for. Not a head-office employee with two screens, but one of **5,270 sales-facing people** somewhere among 176 locations, between client visits, with a phone. Under the old arrangement, checking a payslip, finishing a course, claiming a benefit and raising a question meant four destinations, four credentials and, often, a call to someone in HR who would do it for them. Onboarding took twelve days and opened with a stack of statutory PDFs. The systems all worked. The experience did not.

So we stopped adding and started subtracting. One destination instead of several. **One login instead of six.** Onboarding without repetitive data entry. Bank verification without a document check. Support without knowing whom to call. Every change in this program removes something rather than adding it, which is why nobody had to be persuaded: **the new way was simply less work than the old one.**

The numbers follow that. Onboarding **12 days to 7**. Helpdesk requests **393 to 2,817**, which is not seven times more problems but seven times more trust, because a support channel people do not believe in stays quiet. Penny Drop verification replacing manual checks. Attendance no longer compiled manually before payroll.

And the aim underneath all of it is the one we state plainly: technology should become intuitive enough that employees focus on their work, not on navigating systems. **The measure of a digital front door is that nobody notices the door.**

This is the standard we set: a workplace built for the three-quarters of our people who are rarely at a desk, where six platforms sit behind one door, and where digital HR stopped being a set of systems and became somewhere employees actually go.