

SUD Life Won Silver for

Infi in Integration of HR and Business Strategy



Problem Statement



SUD Life, one of India's leading life insurance providers, embarked on a major expansion across tier 2 and 3 cities, driving a significant increase in headcount and operational complexity. To support this growth, the company saw an opportunity to elevate HR from primarily transactional operations to a more strategic, insight-driven function.

To match the pace of its business expansion, SUD Life identified the need to modernize its existing HR systems. While the existing HRMS had supported foundational processes well, growing scale and complexity called for greater integration, real-time insights, and automation. Enhancing visibility, streamlining workflows, and aligning HR processes with business strategy became a key focus to enable more agile, compliant, and employee-centric operations.

Key Challenges

- **Platform Unification:** An opportunity to bring together evolving HR systems into one seamless platform.
- **Improved Access:** A chance to enhance mobile-first, personalized experiences for a distributed workforce.
- **Real-Time Insights:** Enabling leadership with timely, data-driven workforce visibility.
- **Digitized Compliance:** Strengthening policy adherence through automated, trackable workflows.
- **Scalable Processes:** Automating recruitment and performance to support fast-paced growth.



Solutions Leveraged

SUD Life partnered with Darwinbox to build a robust, unified HRMS ecosystem tightly integrated with business goals:

1. Full-Stack HR Automation

- Digitized onboarding, offer approvals, confirmations, and offboarding.
- Nearly all HR documents (225,000+) digitized; only statutory ones remain physical.
- Over 32,000 yearly transactions across 50+ HR process workflows managed on Darwinbox.

2. Agile, Persona-Based Recruitment

- Streamlined hiring workflows for corporate and agency leaders.
- Transparent decision matrices improved quality of hire.

3. Darwinbox Studio (IPaaS) for Business-HR Sync

- Automated key integrations linking business KPIs (e.g. lead gen) with HR processes (e.g. attendance).

4. Mobile-First Experience

- Achieved near-total mobile adoption for key HR services such as attendance, leave, and self-service access to HR letters and documents.

5. Engagement & Internal Social Network

- Pulse surveys and 'Vibe', the internal social platform to track and strengthen employee engagement.

6. Data-Driven Leadership

- Insights for leadership made with over 80+ real-time reports empower business decisions across units.



Outcomes

- **Strategic HR Integration:** HR processes now directly influence and reflect business KPIs

- **Efficiency & Accuracy:** Reduced turnaround times, fewer manual errors, and scalable operations.
- **Enhanced EVP:** Digitized processes and branded career journeys helped attract niche tech talent.
- **Compliance & Readiness:** All workflows are audit-friendly and policy-compliant
- **Future-Ready HR:** The platform has scaled with SUD Life's 1.5x employee growth since 2020.
- **End-to-End Digitization:** 100% of offers, onboarding, confirmations, and separations are now system-triggered and paperless.
- **BGV Digitized:** Background verification is fully managed on the Darwinbox platform, ensuring swifter compliance.



Conclusion

SUD Life integrated HR with business strategy through Darwinbox by digitizing end-to-end workflows, aligning KPIs, and automating processes at scale. With mobile-first adoption, real-time data, and integrated performance tools, HR became a business enabler. The platform supported rapid expansion, compliance, and EVP improvements, enabling SUD Life to attract niche talent and manage 1.5x growth since 2020.