

WORKLINE: MAKING IT EASY FOR ALL HUMANS AT WORK

NISHANA VIJAY, CO-FOUNDER

Established in 2016, Workline offers HR solutions to customers from a myriad of industries like BFSI, pharmaceutical, mobile payments, manufacturing, logistics, and others. The company's purpose is to make it easy for all humans at work. This purpose has helped them to build a unique SaaS HCM-HRMS ecosystem that enables organizations to manage employee life cycles.

"At Workline, we call ourselves puzzlers, as we are intrigued by the challenges organizations face today. We find ways to solve them like cracking a puzzle," says Nishana Vijay, Co-Founder, Workline. As the co-founder of Workline, she enjoys her work immensely because of the purpose it holds and the puzzles she can solve. A lot of Nishana's ethics and philosophy are reflected in the way Workline functions as she gracefully continues to pave the way for women entrepreneurs to come.

Leading By Domain Knowledge

Workline has a unique marketplace approach wherein they partner with niche HR service providers in the industry, competitors alike, to make it easy and seamless for all its customers. Workline's revolutionary approach offers HR departments options akin to a menu at restaurants, which gives the customers the ability to choose the process and functionalities based on their policies and requirements. Workline has introduced a new paradigm in the market called the framework approach. The very term framework implies and invokes the thought that the HCM-HRMS is perhaps configurable and flexible. Unreservedly so, the framework is customized to the needs of its customers, thereby removing the rigidity that's traditionally associated with products from this industry.

The framework offers processes like talent acquisition, workforce management, attendance and time off, performance and goals, training and development, and many others. The Workline application is built based on the radical and future centric Microservices Architecture which offers clients the ability to choose integration with existing systems, thereby mimicking the processes and functionalities seamlessly similar to the various payment apps today like GPay, MobiKwik, et al.



WE BELIEVE IN SOLVING PROBLEMS AND WITH OUR CUTTING-EDGE APPROACHES LIKE THE ZERO-LATENCY, A MULTI-MODULE SaaS MODEL WITH EXPERIENCED ENGAGEMENT TEAMS AND OTHER UNIQUE FEATURES; ATTRACTS AND MOTIVATES TALENT TO BE PART OF THIS JOURNEY ALONG WITH US.

Workline's marketplace has curated partners such as IDfy, Aadhaar Ripple Hire, Monjin, n!Factorial, Jana Small Finance Bank, and many others that provides

a well-rounded framework to all its customers. This digitally enabled process offers the experience of multiple functionalities available off Workline's core framework for customers' consumption. "We are trying to bring the power of As One to our platform. We are more robust with our partners," notes Nishana.

Today, Workline has some of the biggest brands as its clients that include SBI Caps, Fullerton, L&T Financial Services, Bandhan Bank, TVS Credit Services, PNB Metlife, Pidilite, Bluestar, Nerolac, Practo, BlackBuck, and Nykaa.

Challenges & Opportunities

Nishana says, "The pandemic completely changed the way businesses work today. This was an inward-looking period for us. A time for developing new processes and engagement styles to efficiently handle the new norms - like communicating meaningfully through video calls to provide business continuity and bring on new clients with ease."

With almost all customers having to adapt to this new digital way of working and with capabilities such as remote onboarding, remote interviewing, and others already factored into Workline's framework, it gave them a flying start with customers both new and existing; turning challenges into opportunities.

A forerunner in the market, Workline broke the traditional mould of the linear product approach and created the self-service framework approach. "We believe in solving problems and with our cutting-edge approaches like the zero-latency, a multi-module SaaS model with experienced engagement teams and other unique features; attracts and motivates talent to be part of this journey along with us," she explains.

Speaking about future endeavours, Nishana says, "We always think about what is the value we can give our customers. Throughout history, the backbone of ERP solutions has been driven by financial processes, we at Workline have an audacious ambition to make this people-focused. We feel with the pandemic age and rise of hybrid & gig workers we feel that the objective of making it people-centric is achievable."