

**HR METRICS AND ANALYTICS FOR Alif Printing  
(PRINTING INDUSTRY)**

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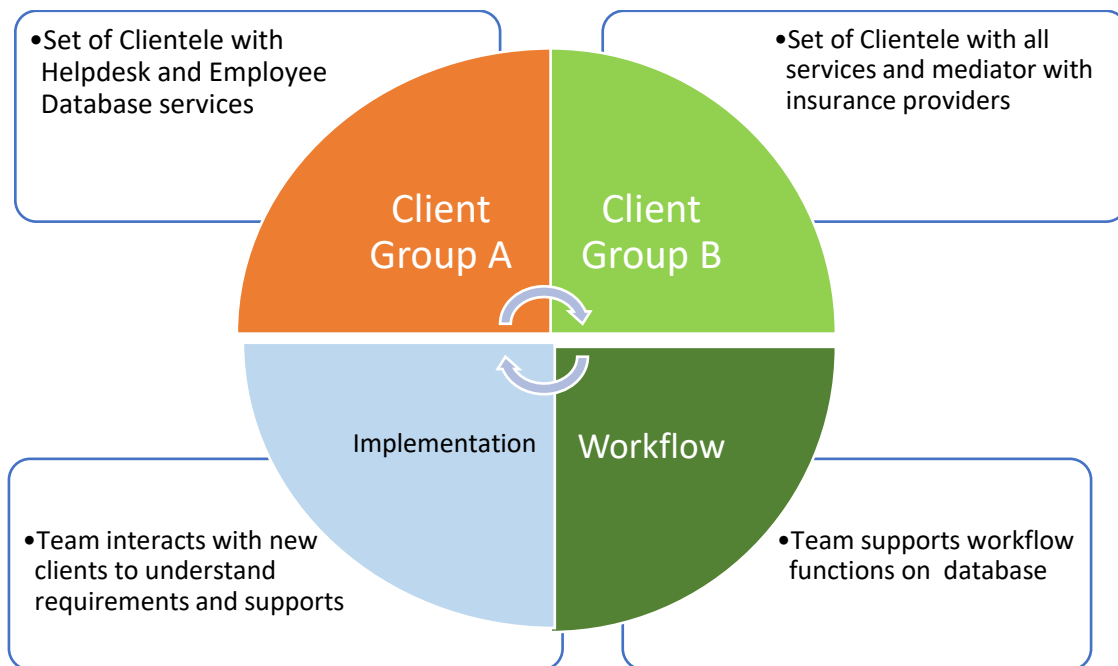
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# 1. Introduction to the Company- Alif printers

Alif Printers is a printing industry support firm with an employee strength of about 50 peoples. It has successfully provided its services to employees of its clients, which are Indian-based MNCs operating in India. With its innovative and niche tools and technology, Alif Printing Industry tries to provide all assistance to employees on-site, where printing and related services are concerned.



## 2. PROJECT SUMMARY

### 1.1. Project Objective

The objective of this project is to outline the findings based on problems and areas of focus in Alif Printers and suggest needed **HR** improvements and initiatives to use to be carried by Alif Printers in order to achieve its goals.

### 1.2. Scope of Project

- Findings and Alif Printers strategy map based on given case study
- High level guidelines to carry the following **HR** improvements and initiatives and suggested metrics to use:
  - Culture
  - Talent Management
  - Motivation of Talent
  - Retention of Employees
  - Recruitment
  - Performance Management
  - Learning and Development
  - Diversity
- Operational analytics
- Predictive analytics

### 3. FINDINGS AND STRATEGY MAP

#### FINDINGS AND STRATEGY MAP

##### FINDINGS

- Alif Printing has successfully positioned itself as an innovative player in the printing industry. The company has developed proprietary printing technologies and online ordering systems, enhancing customer experience. They have also introduced an efficient customer support system, allowing clients to track orders and address any concerns promptly.

This indicates that Alif Printing's core value discipline is **"Product Leadership."**

- In a competitive market, many businesses outsource their printing needs. Alif Printing distinguishes itself by prioritizing data security and confidentiality. Handling sensitive client data requires a high level of care and professionalism, and Alif Printing takes pride in its ability to maintain strict confidentiality standards. The company is actively pursuing ISO 27001 certification to further strengthen its data security credentials.

- Alif Printing's streamlined onboarding process simplifies HR operations. However, due to the specialized nature of the printing industry, new hires require thorough training to understand the intricacies of the business. This expertise sets Alif Printing apart as a sought-after service provider in the industry.

To capitalize on this niche positioning, Alif Printing should invest in a robust marketing and branding strategy to target clients seeking specialized printing solutions.

- Alif Printing places a strong emphasis on employee training and development. The roles require a deep understanding of the printing business and proficiency in tools like Adobe Creative Suite for graphic design.

1. Alif Printing should analyze its hiring practices and identify the underlying causes of attrition.

2. The company should establish a clear succession planning process to ensure continuity in key roles.

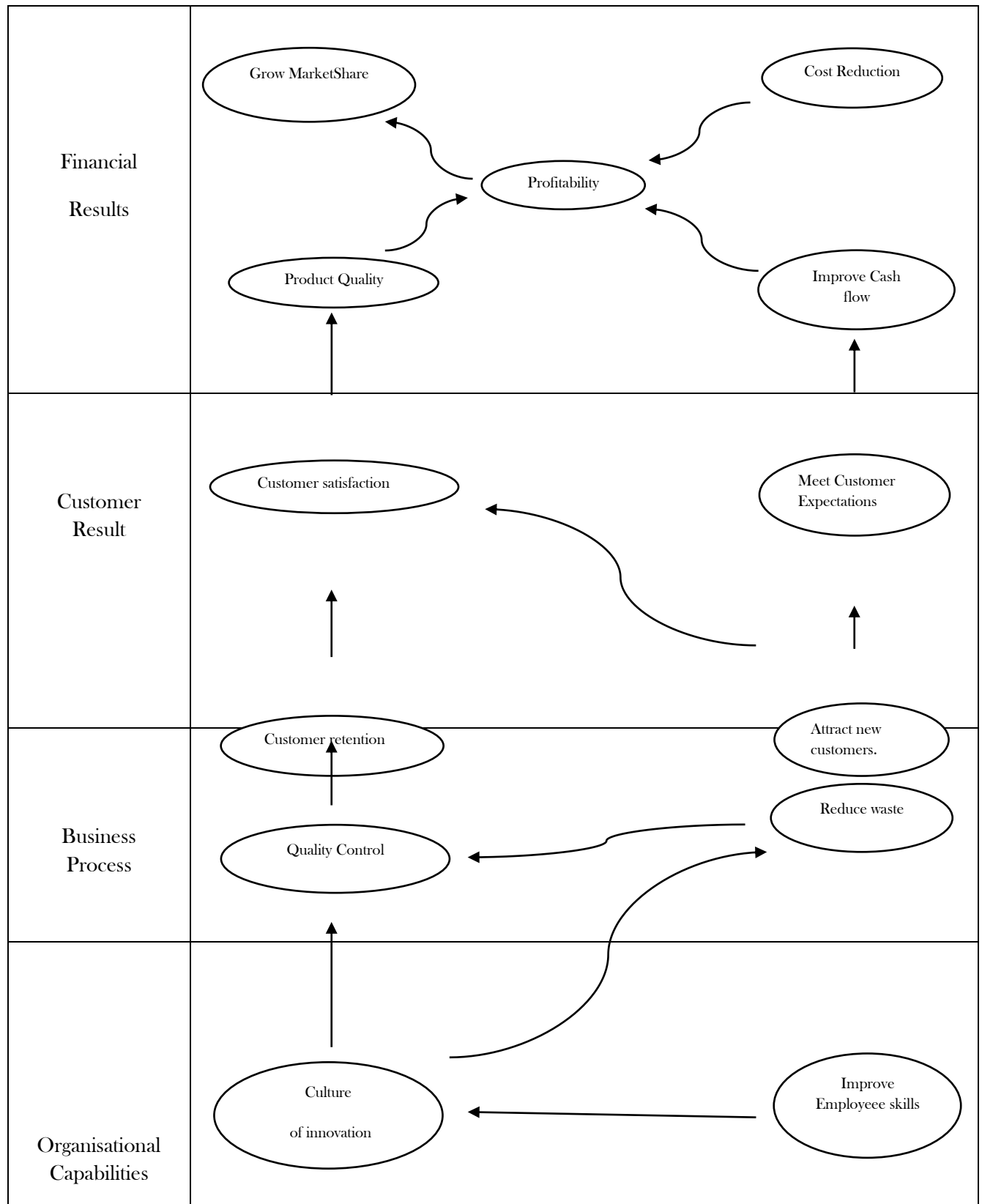
3. Invest in training programs that enhance employees' communication skills, as client interaction is a crucial aspect of the role.

- Alif Printing should prioritize employee engagement and regularly assess employee satisfaction and well-being within the organization.

- Recent discussions with Alif Printing's senior management have highlighted key HR and organizational development areas, including fostering the company culture, optimizing recruitment strategies.

### **Suggested Strategy Map -**

The strategy map aligns with the strategic objective of "Providing Best and Innovative Services to Customers and Clients while Maintaining High Standards of Confidentiality."



Alif Printers Strategy Map

## 4. HR OBJECTIVES WITH KEY QUANTIFIABLE MEASURES

While Alif has identified its HR focus areas, Alif Printing can enhance its HR initiatives with additional improvements that serve as prerequisites to achieving its objectives.

### 4.1 Culture

Alif Printing should prioritize building and nurturing its organizational culture, emphasizing its core beliefs, practices, and values. This will foster a sense of belonging among employees and create a more comfortable workplace. It's important to ensure that employees understand and align with the company's cultural elements, such as values and ideologies. Changing culture is a gradual process and should be approached with care.

Alif Printing should introduce and track the following Key Culture Metrics:

4.1.1 Employee Engagement or Satisfaction Rating – To assess the engagement and satisfaction levels of employees within the organization.

### 4.2 Motivation of Talent

To maintain a strong and stable workforce, Alif Printing should focus on motivating and retaining talent. The company should seek talented individuals looking for career stability in the printing industry. This will enable Alif Printing to identify high-performing roles and employees, leading to improvements in processes, customer support, quality management, and product design, ultimately resulting in increased customer and client satisfaction, business growth, and financial efficiency.

Alif Printing should introduce and track the following "Talent Management" metrics:

#### 4.2.1 Talent Motivation

4.2.1.1 Employee Engagement – To measure the engagement levels of employees.

4.2.1.2 Internal Referrals for Employees – To gauge whether employees refer external candidates to the organization.

#### 4.2.2 Talent Retention

4.2.2.1 Attrition Rate – To analyze trends in employee turnover.

4.2.2.2 Average Years of Stay – To assess the average tenure of employees.

4.2.2.3 Turnover Rate – To understand the ratio of leavers to joiners in the organization.



### 4.3 Recruitment and On-boarding

Effective recruitment and onboarding processes are crucial for Alif Printing to assess candidates' skill sets, motivation, alignment with roles, and career aspirations to reduce attrition within the organization. Alif Printing should carefully evaluate its hiring methods and strategies to make the right hires.

Alif Printing can introduce and track the following **Key Recruitment Metrics**:

4.3.1 Effective Mode of Hiring – Analyzing all modes of hiring and the separation rate associated with each.

### 4.4 Performance Management

Alif Printing should establish strategic performance standards for each position, including personal performance goals aligned with company objectives. This approach will help identify high-performing employees, align actions with organizational goals, enhance operational efficiency, and ensure equitable distribution of incentives.

Alif Printing should introduce and track the following **Performance Management Metrics**:

4.4.1 Average Performance Appraisal Rating – To understand the distribution of performance ratings within the organization.

4.4.2 Average Performance Appraisal Rating by Designation – To assess performance ratings based on employee bands/designations.

### 4.5 Learning and Development

To build a strong talent pool and retain employees, Alif Printing should focus on understanding employees' learning and development plans. HR should collaborate with departments and managers to plan effective training and workshops tailored to employees' performance and roles.

Learning and development programs should concentrate on core competencies and skills relevant to Alif Printing, such as printing industry knowledge, graphic design, and customer service.

Alif Printing should introduce and track the following **Key Learning and Development Metrics**:

4.5.1 Training Hours per Employee – To measure the time invested by the organization in each employee's learning and development.

4.5.2 Employee Satisfaction with Training – To assess whether training sessions meet employee's training requirements.

Regular assessment of skills and key training objectives is essential to ensure employees effectively apply their training.

#### 4.6 Diversity

Alif Printing should focus on promoting diversity measures throughout the organization. This includes raising awareness of cultural biases and neutralities when interacting with global clients and implementing measures to improve diversity in the recruitment process, such as achieving a balanced gender ratio.

Alif Printing should introduce and track the following Diversity Metrics:

4.6.1 Diversity Percentage – To measure the percentage of existing employees within various diversity categories.

4.6.2 Diversity Hire Ratio – To assess the ratio of new hires falling into predefined diversity categories.

These metrics will help Alif Printing create a more diverse and inclusive work environment while achieving its HR objectives.

## 5. OPERATIONAL ANALYTICS

**Analytics and Dashboard for this section represented in Workbook**

## 6. Predictive Analytics-

S n o	Correlation between		Reason for Correlation	Correlation Coefficient	Result	Description
	A	B				
1	Tenure	Number Of Trainings	To understand if employees in the organization for a long time engage themselves by participating in trainings	0.92	High Correlation	This shows the organization invests in their employees training and development. As per the correlation, the longer an employee stays in the organization, the organization focuses on upgrading and developing their skillset and profiles.
2	Tenure	Training Feedback Score	To understand if training needs are being met for employees who are in the company for a considerable amount of time	0.60	Medium Correlation	There is an average correlation here which could mean long term employees are moderately satisfied with the quality of training during their tenure.
3	No of Trainings	Training Feedback Score	To ensure employees are receiving adequate training	0.58	Medium Correlation	There is an average correlation here which could mean that employees are moderately satisfied with the quality of training sessions being provided to them
4	Employee Performance Rating	Employee Engagement Score	To understand if Employees performance rating and engagement score are aligned	0.10	Low Correlation	This shows that performance rating has a very low impact on the engagement of employees in the organization
5	Employee Performance Rating	Training Feedback Score	To understand if employees rating and training satisfaction score are aligned	0.09	Low Correlation	This shows that performance rating has a very low impact on the training feedback provided by the employees
6	Employee Engagement Score	Training Feedback Score	To verify if employees are engaged with trainings provided to them	0.44	Low Correlation	This shows that engagement of employees has a moderately lower impact on the training feedback provided by the employees
7	Employee Performance Rating	Tenure	To check if Employees performance is aligned to their tenure	0.21	Low Correlation	This shows that the tenure of the employee has a low impact on the performance rating of the employee.
8	Employee Engagement Score	Tenure	To check if Employees engagement is aligned to their Tenure	0.70	High Correlation	This means that the longer the employees stay in the organization, the more engaged they are. This could be due to the comfortable and stable working conditions, young work culture and learning environment and such factors which keep employees engaged

## 7.Conclusion-

Alif Printing is a dynamic company that continually evolves its HR processes to meet its growing needs. As the department responsible for people management, Alif Printing's HR team should actively listen to employee feedback and develop strategic plans that align with both employee needs and organizational goals.

After a thorough analysis of data using graphical representations, correlation analysis, and regression analysis, the following conclusions can be drawn:

1. **Learning and Development:** Alif Printing invests in the learning and development of its employees to enhance their job profiles and relevant skills. The data indicates that a sufficient number of training programs are provided; however, the training feedback scores are moderate. To improve, Alif Printing should focus on delivering more effective training programs and regularly gather feedback from employees to ensure that the training aligns with their day-to-day work needs.
2. **Performance Ratings:** The distribution of employee performance ratings follows a typical bell curve, indicating a standard distribution of ratings. Most analyses show minimal or no correlation between these ratings and employee performance.
3. **Employee Engagement:** Alif Printing recently conducted an Employee Engagement Survey to assess engagement and job satisfaction levels among employees. The results suggest that the majority of employees are well-engaged, with an average tenure of around 7 years. However, other HR metrics do not consistently correlate with these moderately high engagement levels.
4. **Attrition:** The organization faces relatively high attrition levels, particularly among younger employees, including recent college and university recruits. To address this issue, Alif Printing should focus on helping employees understand their career paths within the organization, providing growth opportunities, and implementing attractive incentive programs to retain talent and discourage employees from seeking opportunities elsewhere.
5. **Diversity:** Alif Printing should prioritize diversity measures within the organization, especially regarding gender balance. The data reveals an imbalance in the gender ratio. By actively promoting diversity and inclusion, Alif Printing can create a more engaging workplace and foster a culture that values and respects individual differences.

----- End of Project-----