



Inspiring Excellence

Internship Report On

“Developing 1SF (1 Sales Force) app for Unilever's Field Employees to manage HR Life-cycle in a single digital platform”

Submitted to:

Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Submitted by:

Shoron Rahman

ID: 14304089

BRAC Business School

BRAC University

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Internship Report on:

"Developing 1SF (1 Sales Force) app for Unilever's Field Employees to manage HR Life-cycle in a single digital platform".

Letter of Transmittal

3rd December, 2018

Sharina Tofazzal

HR Business Partner

Unilever Bangladesh Ltd.

ZN Tower, Plot# 2, Road# 8, Gulshan 1

Dhaka- 1212, Bangladesh

Subject: "Developing 1SF (1 Sales Force) app for Unilever's Field Employees to manage HR Life-cycle in a single digital platform".

Dear Mam,

With due respect and humble submission, I am submitting my internship report on "Developing 1SF (1 Sales Force) app for Unilever's Field Employees to manage HR Life-cycle in a single digital platform" in accordance to our BBA program requirements.

I have been working at Unilever Bangladesh Ltd. since 17th of May as a CD (Customer Development) intern; and during my tenure with them, they have oriented me on almost every basic function of HRIS. The company has a very strong HR department, who handle all necessities very smoothly. Unilever values its employees to the utmost and to make the life of its DFFs (Distributor Field Forces) life easier, they have developed an 'all-in-one' app so that every one of the DFF can access to HR and coordinator support immediately.

I personally found the topic very intriguing, and have completed my research-based internship report on it. I honestly hope you find this report to up to your satisfaction; and I will be available to answer any queries.

Acknowledgement

I honestly feel that I have learned a lot of things during my internship with Unilever Bangladesh Ltd (UBL), that will support my future career in HR; and I would like to thank **BRAC University** for giving me the opportunity to pursue this internship, and for the wonderful 4 academics years they took to build me as a team-player and a professional.

I have the pleasure to declare that I am fortunate to get the cordial guidance, and advisory from **Mr. Shamim Ehsanul Haque, Asst. Professor, (BRAC Business School)**, who was my internship advisor, and also the teacher who played a huge influence in me to be extremely independent.

I would like to thank the whole HR team in Unilever Bangladesh, UBL, comprising of Mr. **Soykot, Sharina Tofazal**, for being so very welcoming and for genuinely caring about my professional development during my time with them. Special thanks go to **Sharina Tofazzal (HR Business Partner, DFF)** – my internship supervisor, for guiding me into choosing such an interesting topic, and also helping with my tasks for a period of time when I was ill.

The HR Department has assisted me a lot as well and I would like to thank Shahrin Ali and Sarfaraz Jabbar for all of their supports.

Executive Summary

Unilever Bangladesh is one of the renowned and biggest Multinational Companies, MNC, in Bangladesh as well as the world. The Unilever Bangladesh Limited is consumer goods company based in Dhaka, Bangladesh and founded in 1964, engaged in the manufacture and distribution of home care products, personal care products, and foods.

There are 3 Major Categories, 3CS which are Home-care like vim, surf-excel etc, Personal-care like Dove, Fair & lovely, life-buoy, Lux etc & food and water purifier like Pure-it, Taaza, Knorr. Under these 3Cs, there are 22 different categories.

My topic entails a new entity of Unilever, 1SF, 1 Sales Force, which is a digital app mainly focused for S/SOs (Senior Sales Executives/ Sales Executives) and FSEs (Field Sales Executives) who can have all the options in that single app. From attendance to leave or target to be met, everything will be notified in the app. By taking the topic, I wanted to know more about the new customized app and develop it by implementing new attributes and tackle glitches as the app is in its incubation period.

The main problems rise due to inexperienced users and a totally new app that still is yet to be made smooth 100%. plus, not every operating system supports the app as per designs and planned. Many tabs are old and got obsolete and other problems are there in the sideways too.

This report is solely based on first-hand information and data provided by managers of Ares/Territories and 3P Recruiters (3rd party recruiters). All the information is being taken and included from the last quarter and everything is up to date. There are rectifications and amendments made on the course of developing the app in its incubation period and a lot of points and opinions are there as add-ons but I have kept the report very neutral keeping every party associated with the app in mind.

The research done by (R.K.Pradha, Kesari Jena, 2016) was conducted on random employees both in the headquarter and the field. The initial analysis of content validity ratio (CVR) of the instrument had resulted in 38 items having CVR value of 0.49 and above with 75 percent acceptability from expert analysis.

My report has a tremendous amount of data information regarding every employee who are out in the field, not in the Headquarter. All the names, numbers and other information along

"Developing 1SF (1 Sales Force) app for Unilever's Field Employees to manage HR Life-cycle in a single digital platform".

with designation were handled and assessed for performance evaluation which is a core feature of the app 1SF.

The data collection system is mainly secondary as all the data were previously entered and structured in the database. However, new data keep coming every day which we need to extract out from the market from area coordinators and managers. So that is my primary source of information collection.

E-school is another project of mine that has been assigned by Unilever under Customer Development Department.

Unilever always values its employees and ensures the best for all of them to succeed in life. Along with the need and availability with every passing day, Unilever is not only prioritizing its managers but all the field workers as well so that they get the opportunity to grow their potentials. With the passing time and in this digitalized era, essential things are just available within the grasp of hand.

Along with the study, my team has come through many hurdles and hiccups. We have to acknowledge that our main project is in incubation period and will be easily usable at the end of the year for all. In my report I could cover certain aspects of the 1SF app and E-school but not all as the project will still be ongoing after you read the report.

I have recommended, adaption is important than implementation. Extensive trainings should be given to each and every DFFs possible and give them some time to adapt. During that time, they should be strictly monitored so that they are well adapted to the whole scenario.

The face recognition process has to be tailored keeping the DFFs in mind. Not all the DFFs own phones with high resolution front camera. As a result, the face recognition might not identify the face and the DFF has to login manually. So, the accuracy level of face recognition should be lower up so that almost everyone can log-in without any hurdle. I feel that all the database should be flexible and have to be updated every month as many employees get swapped. It is because many field workers leave and enter the workforce on almost daily basis. There are alternative ways to make the interface easier as it had different portals and new amendments meant for the comfort of the DFFs. Many aspects and entities like leave icon and process are altered to make life easier.

However, if the training and adaption is being done properly then this whole project will be a huge success.

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1. The Organization

Unilever Bangladesh is one of the renowned and biggest Multinational Companies, MNC, in Bangladesh as well as the world. The Unilever Bangladesh Limited is consumer goods company based in Dhaka, Bangladesh and founded in 1964, engaged in the manufacture and distribution of home care products, personal care products, and foods.

It is a joint venture of the Government of Bangladesh and Unilever. Unilever holds 60.4% and Government of Bangladesh holds 39.6% of its share. The company was formerly known as Lever Brothers Bangladesh Ltd. and changed its name in December 2004.

Unilever was founded on a sense of purpose and this unique heritage still paves the way it conducts its business today.

About the past, in 1890, William Hesketh Lever who happened to be the founder of such esteemed organization jot down his ideas for Sunlight Soap which has created a revolution. It has helped popularize the cleanliness and hygiene in Victorian England. It was missioned to lessen work for women and also to foster health and contribute to personal attractiveness giving a vibe of a more exciting and rewarding lifestyle through the usage of the product.

The sense of that active mission had been adapted as a part of Unilever's culture and even in the 21st century, Unilever is assisting people to raise confidence and feel good by getting more out of life.

Integrity has always been the utmost priority which, it believes, touches heart of all the people Unilever serves to.

Unilever always try to make positive impacts in various ways:

- Trough Brands
- Commercial operations and relations
- Voluntary Contributions
- Involving the society

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The corporate purpose sets out the aspirations in running the business like it does. It is attached by the code of Business Principal which describes the operational standards that everyone in Unilever follows wherever there are in the world. The codes also support good governance and corporate responsibilities. We make sure that our suppliers also have the same mindsets and values that we have. The supplier code of conduct is aligned to Unilever's own Code of Business Principles comprising of 11 mighty principals driving the integrity and responsibility associated with the employees, consumers and also the environment.

The corporate purpose indicates that to have success one individual/organization requires the highest standard of corporate behavior to everyone we work with, the community we are involved in and the environment we have an impact on.

Every day, 2.5 billion people consumes Unilever products to look and feel good, to be the best giving Unilever the golden opportunity to build a stronger existence. Products range for more than 400 brands which gives the organization a unique place in the lives of people all over the world.

When consumers reach for nutritionally balanced foods or indulgent ice creams, affordable soaps that combat disease, luxurious shampoos or everyday household care products, there's a good chance the brand they pick is one of Unilever's.

Seven out of every ten households around the world contain at least one Unilever product, and its range of world-leading, household-name brands includes Lipton, Knorr, Dove, Axe, Hellmann's and Omo. Trusted local brands designed to meet the specific needs of consumers in their home market include Blue Band, PureIt and Suave.

There are 3 Major Categories, 3Cs which are Home-care like vim, surf-excel etc, Personal-care like Dove, Fair & lovely, life-buoy, Lux etc & food and water purifier like Pure-it, Taaza, Knorr. Under these 3Cs, there are 22 different categories.

Unilever believes that the world will succeed in delivering the United Nation's Sustainable Development Goals properly and make the users and stakeholder think in the same way. Collaborating with the new generation might pull in new ideas and freshen up the whole operational system. They are the change makers, Unilever believes.

2. Research

2.1. Rationale of the Study

My topic entails a new entity of Unilever, 1SF, 1 Sales Force, which is a digital app mainly focused for S/SOs (Senior Sales Executives/ Sales Executives) and FSEs (Field Sales Executives) who can have all the options in that single app. From attendance to leave or target to be met, everything will be notified in the app. By taking the topic, I wanted to know more about the new customized app and develop it by implementing new attributes and tackle glitches as the app is in its incubation period. To go to the depth of every issue, I have chosen the statement as a thorough dissemination of actions and inquiries being taken or considered. The main goal is to establish a concrete and ready HRIS system for the field workers to make life easier and tasks efficient. This research is a combination of both Experimental and Descriptive research nature. By this new HRIS addition, 1SF, data would be more structured and accuracy level will heighten up. Every data which will be getting in as inputs be organized and updated regularly in the app and by that, the HR lifecycle of the field employees will be less inclined to pen and paper. I will be able to learn about the adaptation process of the newly customized app from both the side- the employees and the people who are controlling it. In a nutshell, I will be able to involve myself from scratch to a readymade excellent app which will give me a first-hand idea about HRIS systems in Multinational Companies such as Unilever.

2.2. Statement of the Problem

As the app is in incubation period, there are many problems and technical glitches. Every day our team have to sort out various issues like log-in issue, interface refresh issues, module loading issues etc. We have a technical team to sort out any technical glitches and other coordinated parties to look after the problems and take appropriate measures. The main problems rise due to inexperienced users and a totally new app that still is yet to be made smooth 100%. plus, not every operating system supports the app as per designs and planned. Many tabs are old and got obsolete and other problems are there in the sideways too. Hence my chosen topic: "Developing 1SF (1 Sales Force) app for Unilever's Field Employees to manage HR Life-cycle in a single digital platform".

2.3. Scope and delimitation of the study

In the report, all the data information about the DFFs (Distributor field forces) are assessed as those are the main input of the app. DFFs from around 80 territories and 164 distribution houses approx. in the country with around 20000 people are affiliated with Unilever. They all are data information and inputs and all the DFFs. All the employees who are FSEs and S/SOs will be under the supervision of the app. Their attendance will be collected through face recognition and all the tasks will be entailed the app solely. For the rest of the employees (other than FSEs and S/SOs) have their own way to manage the HR life-cycle so, for the time being, we are mainly focusing on the people whose' manpower is extremely crucial for the organization and who can not avail HR assistance immediately on the time of need.

2.4. Objective of the report

This report is solely based on first-hand information and data provided by managers of Ares/Territories and 3P Recruiters (3rd party recruiters). All the information is being taken and included from the last quarter and everything is up to date. There are rectifications and amendments made on the course of developing the app in its incubation period and a lot of points and opinions are there as add-ons but I have kept the report very neutral keeping every party associated with the app in mind. The main objective of the report is to uphold the steps that were/are taken to enact a new customized app and also the adaptation of it within the work environment and also solving the initial hiccups to make is fully operational.

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2.5. Research Questions

- How many employees can access the app to login?
- Is the app giving information promptly and efficiently on the time being desired?
- Is face recognition feasible?
- Reasons of failure in Quiz?
- Is there any alternative way to make the interface user friendlier?
- Are there any addition or exits in order to replace/create new IDs?
- Why there are so many wrong forwards (from one territory to another)?

3. Review of Related Literature

As per Software suggest (2017), an HRIS Software, also known as Human Resource Information System is the integration of information technology into human resources with the help of HR software for the small and medium size of businesses, allowing electronic operations of HR activities and processes. An information system that provides means of acquiring, storing, analyzing and distributing information to forge a centralized view of the data that an HRM or HCM requires.

Main aspects can be categorized in to 3 parts if I consider Unilever's HRIS:

1. Automated Database
2. Analytics and controls
3. Live capability building

The Reason

- Expedition of recurring tasks through automation
- Improved ability to reach large candidate pools regarding new position openings
- Ability to quickly apply higher selection standards to a number of applications
- Speedy onboarding made possible by [mobile accessibility](#)
- [Reduction of paper](#) and related materials and storage – often yields cost savings
- Ease in distributing up-to-date materials concerning company policies and procedures
- Potential for greater [employee engagement through self-service](#) options
- [Streamlining of open enrollment](#) for benefits
- Empowerment of employees to change benefits information directly as changes occur
- [Improved collaboration throughout organization](#), even when there are multiple company locations

Struggles with HRIS

- Initial Cost: It can be high at times. To develop an app or to make amendments to It not only incurs monetary cost but 'time-cost'
- Technical glitches: there can be many hiccups while working in a digital platform and to rectify, it takes time.
- Database update: inputs have to be induced structurally so there can be problem as manual labor is getting involved.

There are other companies who use HR software to alleviate their activities. Many Big companies like HP, Dell, JP Morgan Chase &Co etc use i-Sight software to have updated target of sale and all the returns but its' not total familiar with the ap that Unilever s developing. In my attempt at looking up for apps meant for the usage of DFFs on the internet, or at the local library, there were no previous writings to be found that deal directly with, or even come close to the topic of my choice. Hence, in the limited time I had at hand, I looked at several studies, and web in general. Here is what I found.

3.1. Employee Satisfaction at Workplace: Conceptual and Empirical Validation

Business Perspective and Research, 5(I), 1-17, DOI: 10.1177/2278533716671630

The research done by (R.K.Pradha, Kesari Jena, 2016) was conducted on random employees both in the headquarter and the field. The initial analysis of content validity ratio (CVR) of the instrument had resulted in 38 items having CVR value of 0.49 and above with 75 percent acceptability from expert analysis.

Moreover, with digital aid and information systems, satisfaction increases by more than 40% approx. as per the research. It not only reduces a lot of hierarchal waiting but can make many processes easier. The retained items were taken for field survey. In total, 361 executives from Indian manufacturing and service organizations responded to the 38-item employee performance scale due to the alleviation of the HRIS

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3.2. The Role of Human Resources Information System on Enhancing the Teaching Skills.

PMC International Journal for National Institute of Health PMID: PMC4384864;

PMID: 25870529

As per (Rafiei, Davari, 2015) the report indicates Human performance in organizations reflects on the knowledge, skills, behaviors, and values. Since the abilities and skills will help the organization to better performance and productivity, any expenditure on education and development is a long-term investment that as long as the organization can benefit by digitalizing the HR system. The aim of this research is assessment of influence of structured workshops by resource management at different levels of acquaintance, skills, updates, and upgrades in field of teaching before teaching for invited professors and tuition. On the other hand, Unilever, with the help of ISF and E-school there are modules where online-based training sessions are available with no requirements of space, time or schedule.

4. Methodology of the Study

My report has a tremendous amount of data information regarding every employee who are out in the field, not in the Headquarter. All the names, numbers and other information along with designation were handled and assessed for performance evaluation which is a core feature of the app 1SF.

The data collection system is mainly secondary as all the data were previously entered and structured in the database. However, new data keep coming every day which we need to extract out from the market from area coordinators and managers. So that is my primary source of information collection. After getting the new data, which is the new names for which IDs and password need to be created and some old ones who left the organization, we have to make and organize it accordingly to accumulate with our existing data files.

The main type of the population who falls under 1SF are S/SOs & FSEs.

1SF: An HRIS software aimed to ease up the whole HR lifecycle of each and every DFFs. It is such an app where there are all the entities associated with the information that one could get from the HR. from leave to target fulfillment and incentive reports with performance summary will be reflected in the app. Leaves can be requested from the portal, target will appear automatically with notifications of updates from other entities too. Every segment has been shown by screen shots below with possible changes that my line managers and I have requested to be made.

Objective

SINGLE PLATFORM TO MANAGE DFF LIFE CYCLE

- Position
- Recruitment
- Attendance
- My Team
- Performance
- Leave Management
- Administration
- Reports

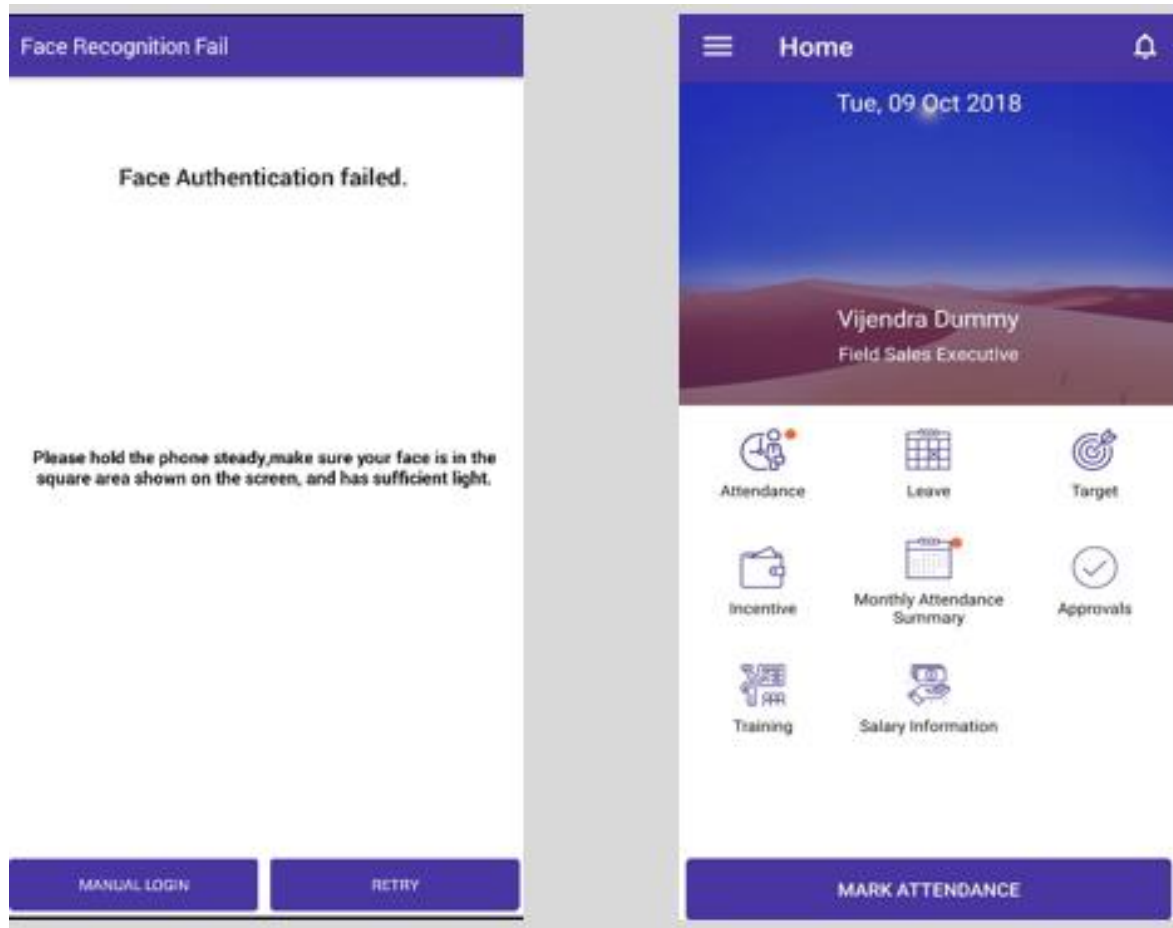
As you can see, the main objectives of this app are Position, Recruitment etc. Every platform has been pointed out and discussed above with details.

Some points are there like Administration/Reports/ Position/Recruitment are meant for 3rd Party Recruiters and Area/ Territory and Regional Managers. These are confidential database that only these authorities can see and monitor and access performance and need of the organization.

So this app help almost everyone through different User Interfaces as S/SOs and FSEs can see what Area Managers can see, yet the app is like a base but have different version for different designations.

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4.1. Let me give you a glimpse of the 1SF app portal:



In the portal you can see that there is face recognition process. Now, attendance can be taken by face recognition, the very first app developed by Unilever of such sort. After that you can see the home screen of the app. One can see all the icons like leave, incentive, attendance and other summaries of reports. Its like very everything under 1 app that you previously had to come to HR.

This service is very new to Unilever and unique to the HRIS, a new alleviation to Improve performance and update the workflow.

4.2. Moreover, we have E-school that might be integrated to HRIS of Unilever that will be covered in my report too.

We ensured that there is 100% log-in in the app that has modules in it with self-learning/training materials that is flexible much.

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Now, we have 100% login but before there were many S/SOs and FSEs who did not/ could not login. There were problems too for which they could not log in. telephonic interviews were held to determine what was actually going wrong. There is a remark section as well to note the issues with “no log-in”.

Lets’ show you a before and after scenario of such.

Before, many did not login. As you can see in the E-school app that in Daudkandi, from Central South (CSouth) 2 people/DFF employees could not log in. Beside there is a remark column where the issues they faced were noted to fix it further. This will have an impact on NAT (national count)

Territory	Town	Total Registered User	Total login	Pass	Fail	Not login	Remarks
BOSHUNDHARA	BOSHUNDHARA	4	4	4			
BOSHUNDHARA Total		4	4	4	0	0	
BOSHUNDHORA	BOSHUNDHARA	52	52	51	1		
BOSHUNDHORA Total		52	52	51	1	0	
Chankharpul	Chankharpul	55	46	44	2	9	
Chankharpul Total		55	46	44	2	9	fine from their side
DARUSSALAM	DARUSSALAM	51	51	18	33		
DARUSSALAM Total		51	51	18	33	0	
Daudkandi	BANCHARAMPL	4	3		3	1	
Daudkandi	Daudkandi	20	19		19	1	
Daudkandi Total		24	22	0	22	2	1 shohag- left. 2 nazmul- id doesn't work. 3. ashadul's account
Ghorasal	Gausia	22	21	11	10	1	
Ghorasal	Ghorasal	25	25	24	1		
Ghorasal Total		47	46	35	11	1	
JATRABARI	JATRABARI	50	45	31	14	5	
JATRABARI Total		50	45	31	14	5	
KARANIGANJ	KARANIGANJ	40	40	36	4		
KARANIGANJ	NAWABGANJ	27	27	26	1		
KARANIGANJ Total		67	67	62	5	0	
Malibaeh	Bashabo	35	35	28	7		

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After, all the rectifications were made and then we assured a login of 100%. Let's have a glance of that as well.

Territory	Town	Total Registered Users	Total Login	Pass	Fail	Not Login	Remarks
Bagerhat	Bagerhat	14	14		14	0	
Bagerhat	Perojpur	12	12		12	0	
Bagerhat Total		26	26	0	26	0	0
BARISAL	BARISAL	28	28	4	24	0	
BARISAL	Muladi	8	8	2	6	0	
BARISAL	PATARHAT	3	3	1	2	0	
BARISAL	Torki	14	14	1	13	0	
BARISAL Total		53	53	8	45	0	0
Bhola	Bhola	12	12	11	1	0	
Bhola	Borhanuddin	9	9	9		0	
Bhola	CHARFASSION	8	8	4	4	0	
Bhola	Hatiya	3	3	3		0	
Bhola Total		32	32	27	5	0	0
Chuadanga	Chuadanga	21	21	15	6	0	
Chuadanga	Darshana	3	3	1	2	0	
Chuadanga	Meherpur	17	17	4	13	0	
Chuadanga Total		41	41	20	21	0	0
Faridpur	Bhanga	20	20	2	18	0	
Faridpur	Faridpur	25	25		25	0	
Faridpur	Rajbari	12	12	1	11	0	
Faridpur Total		57	57	3	54	0	0
Gooaleani	Gooaleani	20	20	3	17	0	

So, in a nutshell I have had telephonic interviews, secondary data surveys and internal dataset. I had verbal queries and had no scope or chance to go in the field and do field research. The sampling quota has been taken from the HRIS's existing files.

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5. Analysis and Interpretation of the Data

Here, I have analyzed and given the interpretation of my studies and 2 projects- 1SF & E-school.

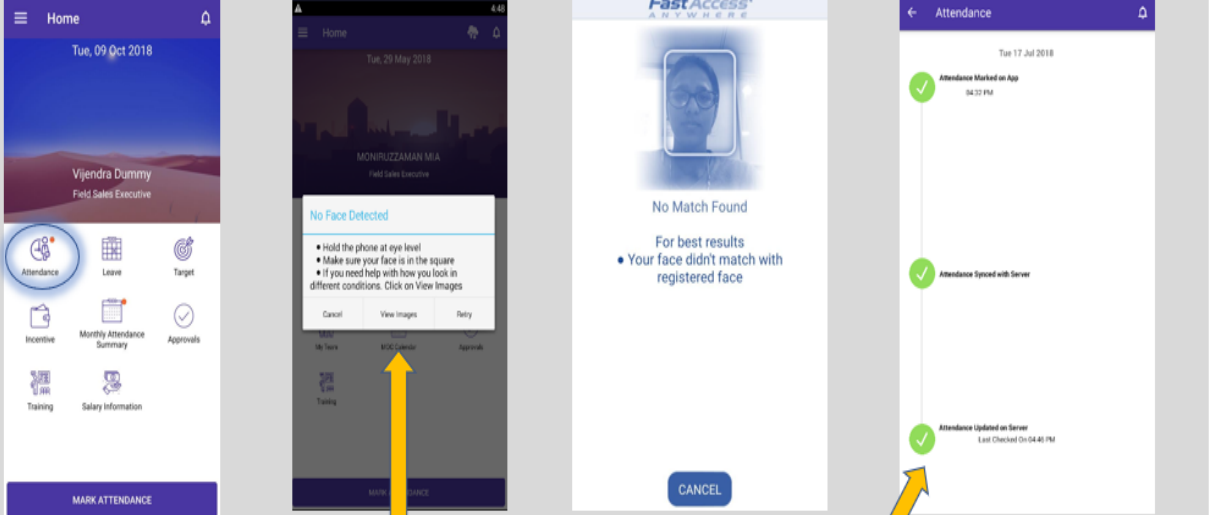
5.1. 1SF has been one of my main projects to handle

1SF, 1 sales force is a digital app for the DFFs to enhance the HR activity and life cycle. There are opportunities for almost all the stakeholders who are associated with the app.

5.2. S/SOs

Attendance: It can be done easily by face recognition. Manual login system is also available.

Notification will pop up if being unmarked for 3 consecutive days



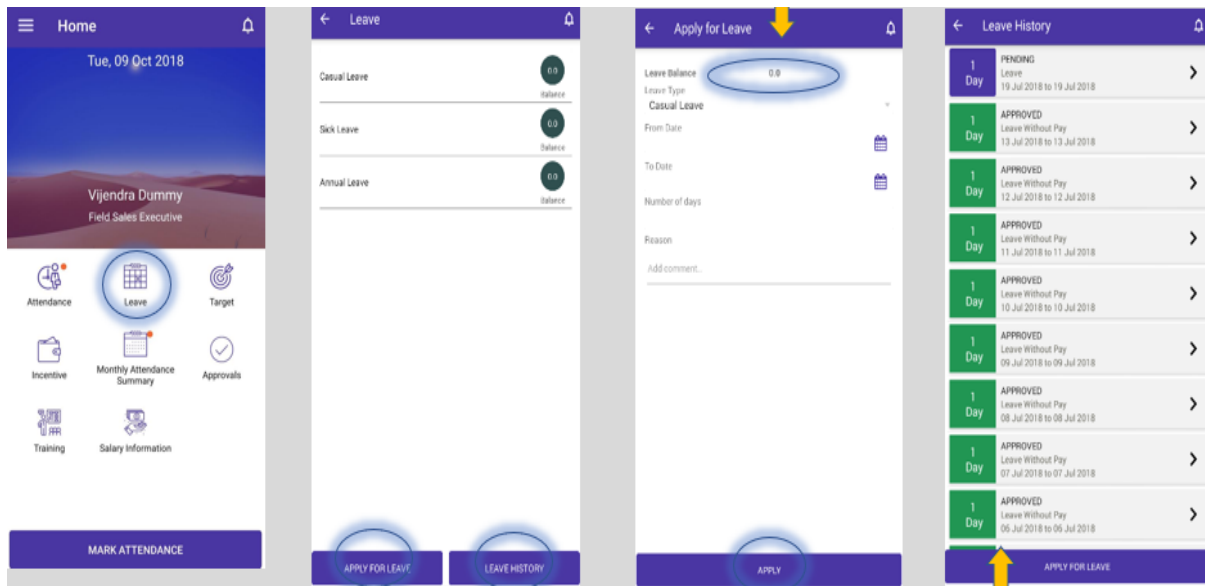
Attendance cannot be captured without Face Recognition, results in error message.

Successful attendance capture can be seen by Clicking on the Attendance Icon on Home Page and verifying details.

Note – Attendance update on server, does not happens immediately Takes time

Leave Application: Directly can apply through the system which will be verified and forwarded to the FSE. Decisions can be known through notification. Request will come from the system after verification from the system and then it's up to the FSE to approve or not. (it will show as pending where there are icons to accept or reject leave of S/SO)

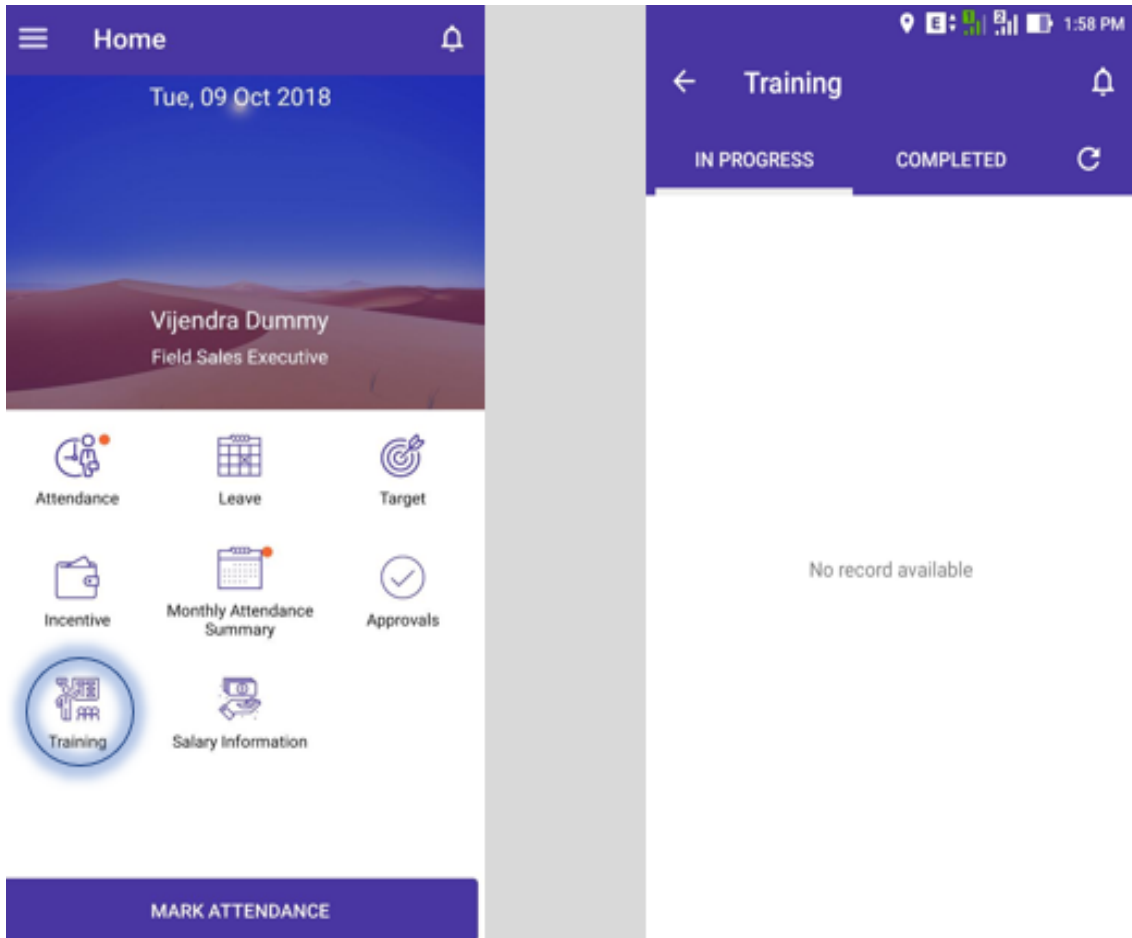
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There are reports associated to leave of an employee. Employees can assess their report through the app.

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Training: Notification of training will simply be in the dashboard as a notification of the S/SO if being sanctioned by FSE or CA.



Notification: There is a 'bell' icon on the top right where any notification associated to the S/SO will be popping up with a red dot alert. (leave acceptance/denied, attendance history, new target etc)

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Target: They can see their target to reach in the system once uploaded and confirmed by the 3P recruiter and 1SF.

Payroll Details: S/SO will be able to view the details of his/her payroll induced with adjustments.

5.3. FSE

Attendance: Will receive a notification when there is unmarked attendance for 3 consecutive days. Self-Attendance (manual and face recognition) is there to begin with.

Training: In this icon, FSE will be able to monitor the progress & completion of the training of new recruits and S/SO etc.

Payroll: A detailed version of salary Info of S/SO and self are displayed in the icon for the month and previous.

Target: Determined targets will be uploaded in the system which can be viewed and assessed by FSE, if need be (progress, achievement etc)

Performance: This is associate with attendance but in a detailed manner (unmarked days, without-pay leave etc)

Incentives: Incentive icon will be there to show available incentive schemes, if being offered. (current month and previous)

Recruits: A notification will be sent to the dashboard of the FSE for any new recruits in his team or jurisdiction. Information are available with attached & verified paperwork by the system and 3P Recruiters.

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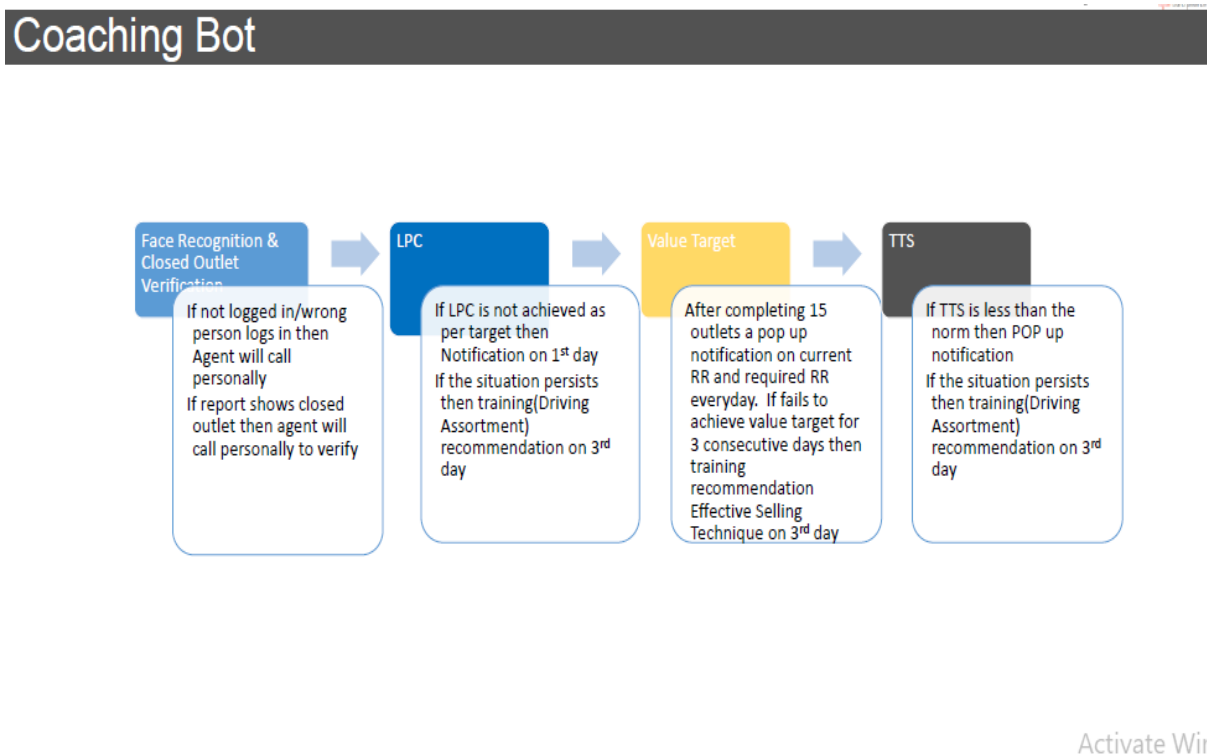
As you can see, the main objectives of this app are Position, Recruitment etc. Every platform has been pointed out and discussed above with details.

Some points are there like Admirations/Reports/ Position/Recruitment are meant for 3rd Party Recruiters and Area/ Territory and Regional Managers. These are confidential database that only these authorities can see and monitor and access performance and need of the organization.

So this app help almost everyone through different User Interfaces as S/SOs and FSEs can see what Area Managers can see, yet the app is like a base but have different version for different designations.

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5.4. Evaluation Through 1SF and Routing Employees to Associated Training Fields.



PS: TTC- Total Time Spend, LPC- Line per Call

Now we can see where a person is lagging behind on his target and can disseminate the activities and the segmented tasks. After that the coaching bot describes the scenario and authority will do a rigorous testing in 3 stages.

The first stage comprises of 12 different training session in which employees are chosen in their respective lagging field that needs to be trained. One can fall under 3/5/7 any number of fields within that 12 common fields determined by Unilever Bangladesh. It carries 70% of ones' progress. The other 20% is about Independent Development Plan, IDP and the rest 10% is communication with the stakeholders. On that 30%, they can be directed to customized trainings but the first 70% training fields are fixed and pre-connotated. Given below is a screenshot of employees in need of training. The red marks determine the field they are lagging behind in the 70%. And the other 30%, we have suggested customized training and learning session to cover up the rest of the development procedure.

For instance, an employee has 4 red marks in 12 fields. That means he has to attend the 4 training fields and learn. Moreover, on the other 30% of Independent Development Plans we have suggested. can be done accordingly through internet and online support or personal mentoring/coaching.

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Employee ID	Name	Designation	Location	Region	Grade	Years in UEL	RTM Planning & Management	Distributor Profitability Management	Leveraging Distributor's Resources for Optimal Business	Managing Distributor Life Cycle	Executing and Monitoring the JEP	Channel and Category Management and Driving Assortment	Shopper Insight Capabilities and Driving Value with Customers	Building Market Growth Plans with category Teams	Understanding and implementing Category Management	Tools of the Trade Operations: DMS Plus, Galaxy, Hawk's Eye	Business and CD Financial Acumen	Perfect Store Management	20%	10%		
484011	Md. Mahmood Hossain	Senior Territory Manager	FARIDPUR	SOUTH REGION	IS	05 yr 05 mat														Engage AM while selecting candidate for recruiting appropriate candidates.	Do a refresher of the Tools of section of Brilliant Basics Do e-learning from inside unit and other local materials on Perfect Store Guideline and management	
488837	Subiko Afrin Rahman	Assistant Merchandising Manager	Dhaka CO		IS	05 yr 02 mat																
616486	Md. Fahad Hossain	Senior Territory Manager	BARISAL	SOUTH REGION	IS	02 yr 01 mat															Include Area Manager in cycle plan briefing once every quarter with abcs officers to drive DC and Destination SKU rigorously	E-learning on People Management and Leadership Skills
621288	Tanveer Anwar	Assistant Manager - CD Sales	Dhaka CO	COE	IS	01 yr 10 mat																
534184	Sultana Nazira	Senior Territory Manager	BOSHUNDHARA	CENTRAL SOUTH	IS	03 yr 07 mat															Nothing to be found	Nothing to be found
623274	Rifaqat Rasheed	Assistant Manager - E-Commerce Development	Dhaka CO		IS	01 yr 08 mat																
620055	G M Abul Bashar	Senior Territory Manager	DINAJPUR	NORTH REGION	IS	01 yr 10 mat																
503421	Ehsan Mujid	Senior Territory Manager	SOUTH SURIMA	EAST REGION	IS	04 yr 04 mat															Sit with AM/DM on monthly basis for detail understanding of Distributor cost and how to align this with Business expansion.	Workshop on channel & category management
517758	Jyoti Jiban Khatri	Senior Territory Manager	NARAYANGANJ	CENTRAL SOUTH	IS	03 yr 10 mat															Coaching by AM regarding different systems and practices.	Online coaching on Leadership
540335	Md. Nawaz Sharif Tawer	Senior Territory Manager	TONGI	CENTRAL NORTH	IS	03 yr 03 mat															Work with QA team for the improvement of warehouse compliance	No input found
540826	Rafid Al Mahmood	Senior Territory Manager	KARAMGANJ	CENTRAL SOUTH	IS	03 yr 03 mat															Include Area Manager in cycle plan briefing once every quarter with abcs officers to drive DC rigorously	E-learning regarding motivation, acknowledgement, work ethic

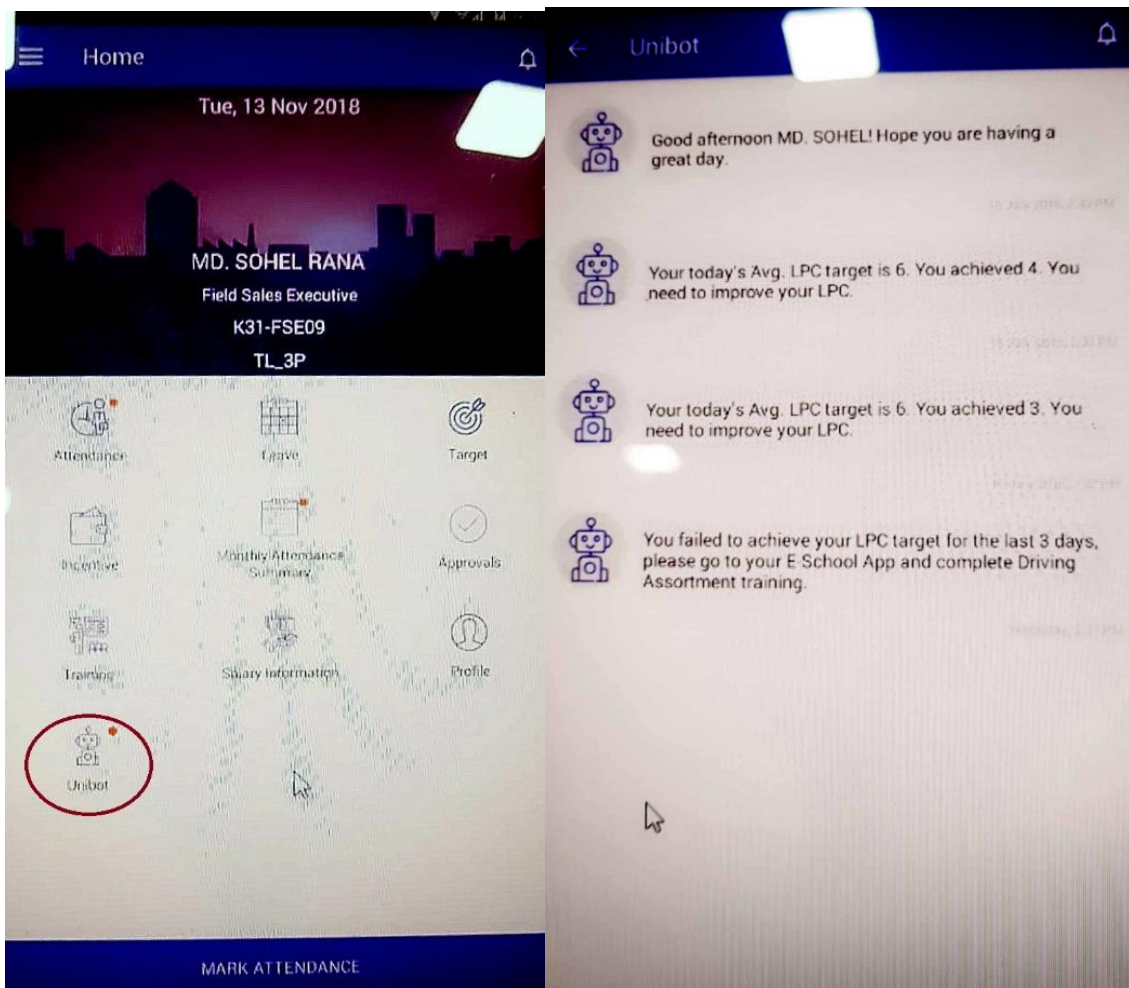
5.5. Addition of Unibot Icon

A new feature has been added to the 1SF app which is Unibot. It's an automated coded icon that provides with instant ready-made message that has been developed by us, Unilever assessing the common daily routine and issues that we solve. One of the issues is 'target meting' for which most of the messages are made and tailored accordingly. If anyone fails to meet it up, an automatic machine-made message will be sent and there will be a red dot in the Unibot icon.

I have added 2 screenshots of the unibot icon induced portal-front and the messages made.



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5.6. E-School

E-school is another project of mine that as been assigned by Unilever under Customer Development Department.

Unilever always values its employees and ensures the best for all of them to succeed in life. Along with the need and availability with every passing day, Unilever is not only prioritizing its managers but all the field workers as well so that they get the opportunity to grow their potentials. With the passing time and in this digitalized era, essential things are just available within the grasp of hand.

Everything is just in a matter of a single click. Keeping that in mind, Unilever has decided to provide the biggest online educational platform of the country, 10 minutes school, to all of its DFFs but developing the app E-school. In this educational app, there are different modules comprising of small videos meant for quick and flexible training for the DFFs to know about the policies, FAL Foundation, scholarships and other activities.

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Region	Total Registered Users	Total Login	%	Pass	Fail	Not Login
CNORTH	845	845	100%	563	282	0
CSOUTH	778	778	100%	414	364	0
EAST	817	817	100%	353	464	0
NORTH	715	715	100%	354	361	0
SOUTH	652	652	100%	250	402	0
Grand Total	3807	3807	100%	1934	1873	0

Moreover, I have added the screenshot of the portal of E-school, only made for Unilever where you can easily see that there is a module called training. In the 'training' module there are 14 training videos so far (more to be added in 2019) with quizzes attached with every module to be passed by candidates. Those are flexible short videos made for new and existing recruits for better performance regardless of any schedule time or place. It had no time or space constraints as the videos are byte sized and extremely flexible.

After each module, there is a quiz section in which every candidate/manager have to score 80% to pass if they are newly recruited. The existing employees can nurture their skills and potential to do even better. That's one of the important aspects of E-school. Efficiency will be on the rise and everyone can have their own training portal.

Apart from all that, there are other reports/ policies/ inductions about the company so that every candidate gets a 365* knowledge for instance profile updates, archives, training, incentive information etc. It's an independent app, which might get integrated in to the HRIS system of Unilever if need be, otherwise it will be operated as individual entity id itself.

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Hiccups

- Might not be conventional for all the employees as they belong from different backgrounds
- High and intense induction is required which may take time
- Adaption is extremely important after implementation and strict monitoring is required

Solution

- Strict monitoring is assured from management side
- TMS and STMs support will be there to minimize the issues
- All information are structured and reports are to be given on their performance leading them to improve accordingly.

6. Findings of Study

Along with the study, my team has come through many hurdles and hiccups. We have to acknowledge that our main project is in incubation period and will be easily usable at the end of the year for all. In my report I could cover certain aspects of the 1SF app and E-school but not all as the project will still be ongoing after you read the report.

There will be many amendments and development, which for a fact takes place every day. In fact, till my time to write up this report, i.e, a month and half, I have faced and seen many changes which were my findings and considered to be my studies as well.

This 1SF app had many glitches which sorted out eventually. This app is for the 5 parties (Managers/FSE/S/SSOs/3p Recruiters/ House Managers etc. As I have shown and given the screenshots and some pictures in the report before, our team has given some change to the main app developer, Peel-Works in India. The changes are:

Notification:

There is a bell icon on the top left part of the app where all the information appears on daily basis. So, in the end, if any information comes or pops out then the notification will turn out with a red dot.

We have given a change being made in our 'Leave icon management':

Notification should work like FB notification; from the notification it should route the user to the action

SO/SSO must get leave approval or rejection notification which is not reflecting.

Every time to make notification reflect, interface owner has to log out and then log in which should not happen. When any action is done the notification should reflect immediately.

No notification is showing.

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Leave & Attendance

There are leave provision of different sorts in which DFFs can apply accordingly. We have given some basic instructions and benchmark with official protocols and those are given accordingly:

Casual leave can't be taken more than 2 days at one go.

The Type of leave (casual/sick/annual) applied for is not reflecting in the interface/notification of either FSE or House Manager.

Casual & sick leave cannot be applied on present or future dates. Annual leave can only be applied on future dates. So, for casual and sick leave, future dates should be dim and for Annual leave, past dates should be dim.

If DFF's sick or casual/ leave is rejected, then attendance should be LWP – which is not reflecting currently.

No one should be allowed to apply any form of leave on the day are marked as present. Build an option for half day leave on the day they are already present.

Casual Leave 10 Days***

Sick Leave 15 Days

Annual 15 Days

Create Position:

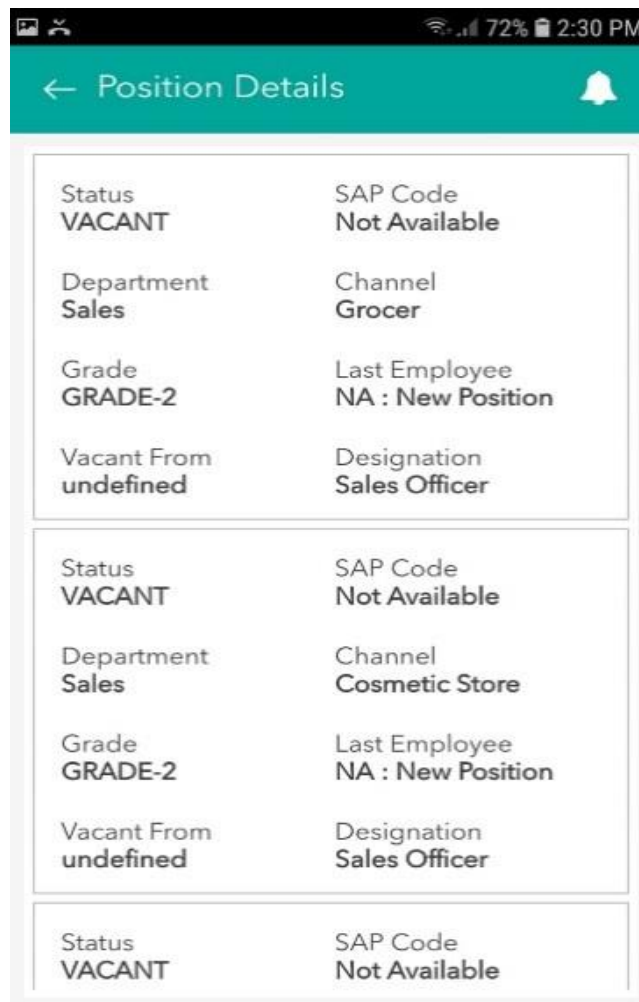
Creating Position Guideline	
Designation	Need to Select from drop down (Drop Down Options given in table 01)
Channel	Need to Select from drop down (Drop Down Options given in table 01)
Town Grade	Automatically should come as per mapping
Manager's Name	To reflect House Manager's name
Key Responsibilities	Automatically filled in with the data from the attachment
Job Specifications	Automatically filled in with the data from the attachment
Competencies	Automatically filled in with the data from the attachment

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3P Recruiter to see all the above table data in the requisition when he clicks "Position Details".

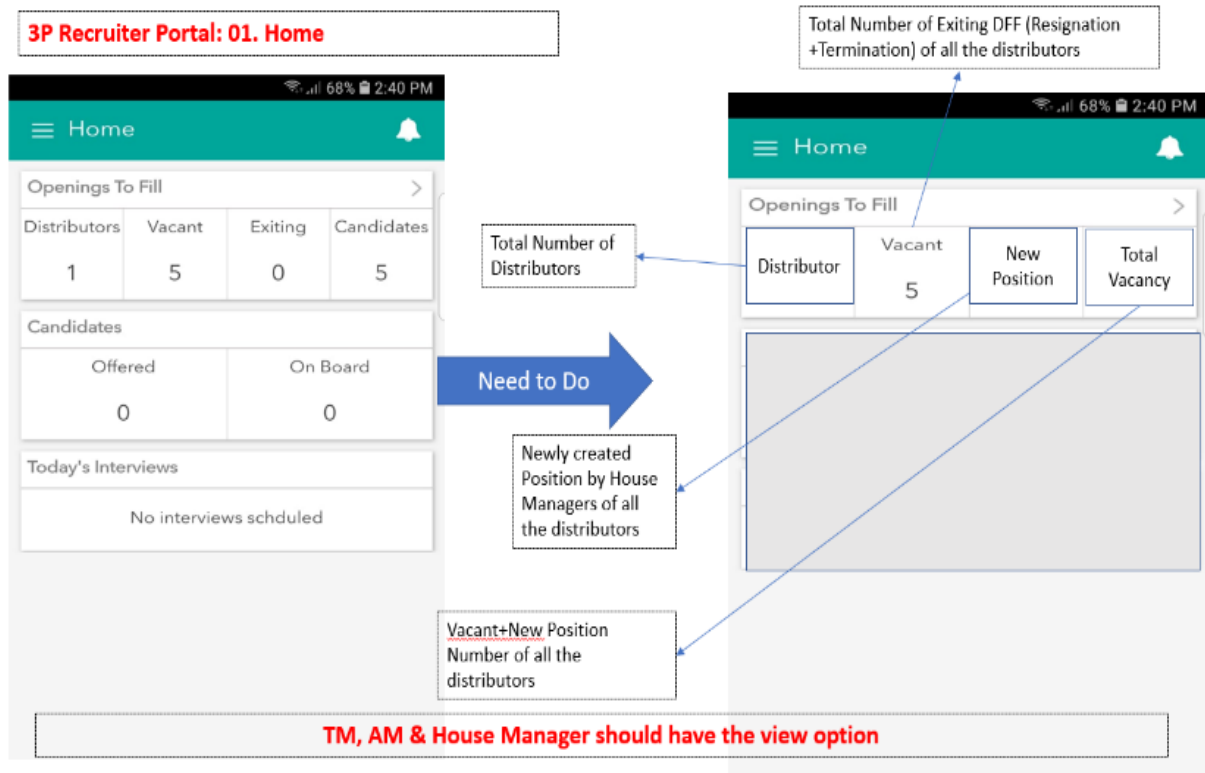
Table 01

Designation	Channel
Sales Officer	Grocer
Senior Sales Officer	Modern Trade
Wholesale Senior Sales Officer	Cosmetic Store
Field Sales Executive	Drug Store
Junior Sales Officer	All



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Requisition View



3P Recruiter

3p recruiters are mainly the 3rd party recruiters who recruits DFFs on behalf of Unilever to get the target achieved. We have given changes to be made like how many positions are filled has to be shown numerically, same as the number of distributors and total vacancies. Also, the total number of positions, summation of vacant and new has to be shown as well in numeric values.

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3P Recruiter Portal: 02. Distributor Wise Details

Need to Do

- Total DFF Number of a particular Distribution House
- Total Number of Exiting DFF (Resignation + Termination) of that particular distribution house
- Newly created Position by House Manager for that particular distribution house
- Vacant + New Position Number of that particular distribution house

TM, AM & House Manager should have the view option

3P Recruiter Portal: 03. Position Details & Candidates

Need to Do

- Reflect both number-
 1. Verified
 2. Not verified
- No of candidate Shortlisted
- No of candidate sent for interview
- No of candidate selected after Interview
- How many got rejected at interview
- Should reflect No. of candidates hired finally

TM, AM & House Manager should have the view option

In addition, all the information of the candidates should be given in the app. It is given partially but, on the change,-note, we have provided with more rectifications like how many candidates got selected and rejected, number of shortlisted candidates, etc.

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TM should get the notification when HM will create a new position or initiate exit. (HM- House manager, TM- Territory Manager). TM and House Manager should have the view options of the candidate profile that will be uploaded by the 3P recruiter.

KYC upload has to be routed to House Manager for approval which TM & AM will only have the notification & view option (AM- Area Manager). Along with House Manager, TM & AM should get the notification for Interview Schedule and have the view option only.

7. Recommendations

As per my telephonic conversation with all the Territory managers and some Senior Territory managers, I have come across many complications that they are facing which we need to fix. I have also mentioned about the changes to be made in 1SF and E-School.

Moreover, the apps are not that user friendly for IOS users which needs to be taken care of and I think developing an app for all the Operating System, should be the core part to begin with. Territory manager have limited control over the app and I believe Territory Managers should have some control over the app like refreshing and updating the data sets and provide reports etc.

Adaption is important than implementation. Extensive trainings should be given to each and every DFFs possible and give them some time to adapt. During that time, they should be strictly monitored so that they are well adapted to the whole scenario.

The face recognition process has to be tailored keeping the DFFs in mind. Not all the DFFs own phones with high resolution front camera. As a result, the face recognition might not identify the face and the DFF has to login manually. So, the accuracy level of face recognition should be lower up so that almost everyone can log-in without any hurdle.

I feel that all the database should be flexible and have to be updated every month as many employees get swapped. It is because many field workers leave and enter the workforce on almost daily basis. So, the IDs and passwords have to be updated/swapped/deleted and created newly. That's how we can achieve a perfectly structured. The reports will be very meaningful and be less prone to misinterpretation.

8. Conclusion

There are many wrong forwards like Chuadanga and Chowddogram, Nawhata and Naogaon. do the first 2 letters are duplicated of each other. So, people of these territories suffer a lot as the sever often forward Chuadanga DFFs to Chowddogram as both their IDs starts with 'CH'. So, its recommendable to take the first 3 alphabets of all the territories to eradicate the problems.

The quizzes of the modules in the E-School should be made a bit easier because many of the DFFs will not or may not be that eligible to understand all the information provided. So, a bit more easier quiz modules will be recommendable.

I feel that all the database should be flexible and have to be updated every month as many employees get swapped. It is because many field workers leave and enter the workforce on almost daily basis. So, the IDs and passwords have to be updated/swapped/deleted and created newly. That's how we can achieve a perfectly structured. The reports will be very meaningful and be less prone to misinterpretation.

There are alternative ways to make the interface easier as it had different portals and new amendments meant for the comfort of the DFFs. Many aspects and entities like leave icon and process are altered to make life easier.

However, if the training and adaption is being done properly then this whole project will be a huge success.

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