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## A STUDY ON EMPLOYEE EXPERIENCE AND RETENTION IN HR TECH AT KEKA HR

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**ABSTRACT:** Employee experience profoundly impacts individuals' motivation, efficiency, and dedication within the workplace, rendering it an essential element in an organization's overall performance. Human resource technology platforms, including KEKA HR, are improving the employee experience through the optimization and customization of each phase of the process. By consolidating these processes—spanning recruitment, orientation, performance assessments, payroll, and employee engagement—into a unified system, KEKA HR promotes greater efficiency and elevates employee satisfaction. This research indicates that HR technology enables significant, advantageous, and transparent interactions between organizations and their employees, thereby directly impacting employee retention. KEKA HR's automation, analytics, and real-time feedback tools promote a culture of development and ongoing engagement while improving administrative efficiency. Ultimately, the study demonstrates that investing in HR technology goes beyond mundane operational efficiency; it also encompasses anticipating employee needs and cultivating an environment conducive to peak performance.

**Keywords:** Digital Employee Engagement, AI-Driven HR Analytics, Employee Journey Mapping, Talent Retention Platforms, Predictive Attrition Modeling and Employee Well-Being Technology

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### 1. INTRODUCTION

In this fast-paced market, one thing never changes: a company's most significant asset is its people. A number of elements, such as hiring, training, daily tasks, and possibilities for growth, contribute to long-term, engaged, and productive employees. Making employees feel valued, supported, and inspired to perform at their highest level is the goal of creating a

fantastic work environment, which goes beyond simply following HR laws. Making this commitment helps companies build motivated teams and enhances their standing as excellent workplaces, both of which are critical in today's fiercely competitive labor market to draw in top talent.

Rising turnover costs and a lack of skilled workers are making it difficult for businesses to retain employees. In addition to the numbers, staff turnover has a detrimental effect on growth rates, knowledge, and morale. One element of a retention strategy is payroll. They seek to address some of the main causes of disengagement, such as unclear career paths, a lack of recognition, and ineffective procedures. When employees feel their perspectives are valued and their growth is encouraged, they are more committed to the company's success and longevity.

In this case, human resource technology, or HR Tech, can be useful. AI-driven employment systems, performance management software, engagement analytics, and digital onboarding platforms enable HR managers to improve operations and customize each employee's work experience. Businesses may foresee problems, put preventative measures in place, and foster an atmosphere of trust and progress by utilizing automation, analytics, and real-time feedback. With the aid of HR technology, organizations can finally establish work environments where staff members feel valued, understood, and inspired to achieve. As a result, retention becomes a potential competitive benefit rather than an urgent problem.

**NEED OF THE RESEARCH:**

- Analyzing retention numbers can teach a business a lot about the likelihood that its employees will depart and how to keep them on board.
- By using data-driven strategies to retain staff, retention analysis helps HR Tech solutions lower the costs associated with employee attrition.
- By looking into their experiences, we may discover a lot about what motivates, inspires, and keeps employees loyal.
- Targeted reforms that improve workplace morale, productivity, and wellbeing are now much easier to adopt thanks to advancements in HR technology.
- The study supports HR strategy planning by showing how crucial it is to match business goals, employee demands, and technology in order to promote sustainable development.
- Understanding the employee experience can help businesses pinpoint areas where workers are dissatisfied or unengaged, which can boost workplace productivity.

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## 2. REVIEW OF LITERATURE

Shinde, S. (2025): The high rate of employee turnover in Indian organizations is the subject of this essay, which examines how predictive HR analytics may provide some relief. Researchers looked at information from TechNova, a medium-sized IT firm, to determine which employees were most likely to quit. It accomplished this by utilizing a variety of prediction models, including logistic regression, random forests, decision trees, and survival analysis. Striking a balance between practicality and precision comes as quite a shock. Human resources teams can benefit from more intuitive approaches, such as decision trees and random forests. Complex models, such as neural networks, are able to produce more precise forecasts. The study highlights the significance of using predictive analytics responsibly, considering not only technological concerns but also crucial ethical ones such as privacy, transparency, and equity. Incorporating data-driven insights with human judgment and tailoring these models to the company's needs are necessary for practical solutions, as is incorporating them into human resource planning. While issues with data quality, technical expertise, and organizational commitment persist, the study demonstrates that predictive HR analytics shifts focus from reactive to proactive retention efforts.

Patnaik, D. (2025): This study uses advanced analytics to examine employee turnover and provide firms with insights on how to retain their best workers. By gathering structured data on employees and extracting the most relevant bits, the authors utilize statistical approaches and machine learning models to determine the risk of employee turnover. One distinctive feature of this approach is its concentration on explicable AI. As a result, studies can examine the effects of individual, institutional, and environmental variables on employee turnover. This allows HR groups to develop programs that address the underlying causes of issues rather than just providing band-aid solutions. Finding at-risk employees early on and providing them with individualized assistance, like as skill training, career development plans, or engagement initiatives, is one successful treatment, according to the study. The difficulty of maintaining transparent models, ensuring equitable treatment of all parties, and merging data is something it recognizes. According to the authors, predictive modeling is useful for more than only identifying potential dangers; it also assists human resources in developing data-driven, people-centered strategies to retain valuable personnel and create a positive work environment.

Ravesangar, K., & Narayanan, S. (2024): The impact of human resources data on retention strategies is the focus of this research. The authors demonstrate, via an examination of several

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sources, how companies are shifting their human resource strategies away from intuition and toward evidence-based approaches that use data to comprehend employee dynamics. Analytics may assist HR companies in identifying potential hazards, forecasting which employees will quit, and developing employee-centric solutions. The article explains that HR analytics isn't only about gathering data; it's about finding ways to use that data to make people happier, more engaged, and more productive. Issues covered in the research include data security concerns, a shortage of trained personnel, and methods for incorporating analytics into strategic planning. A major shift in HRM practices has been described by the authors as HR analytics. When businesses use it to combine fresh data with existing data, they are able to make better decisions. The article highlights how analytics may make organizations more resilient and future-proof by enhancing the overall employee experience and decreasing unemployment.

Haque, F. (2024): The high rate of employee turnover in India's technology sector is the subject of this research, which examines 72 items covering 2011–2022. What factors influence employees' decisions to remain or depart is examined by the author. Some of the most crucial issues include company culture, opportunities for professional growth, compensation, and the backing of the organization. The research identifies controllable variables with a significant impact on staff participation. Possibilities for skill development, adaptable work hours, and strong management are all part of these aspects. Additionally, it delves into the specific challenges encountered by the Indian tech sector, including rapid expansion, hazy job descriptions, and intense talent competition. Using digital interventions, targeted retention tactics, and the impact of HR technology on the employee experience as its foci, this essay lays forth a potential research strategy. The paper argues that in order for IT firms to have a stable workforce and engage in long-term hiring planning, they need to prioritize their employees and utilize digital tools in conjunction with HR practices.

Vahdati, S. (2023): This approach integrates explainable AI with predictive modeling to build an HR decision support system powered by AI that will assist businesses in retaining personnel rather than losing them. The writers utilize SHAP (SHapley Additive Explanations) values to determine the most relevant characteristics for each person after utilizing eight different machine learning models to determine each employee's probability of quitting. In accordance with SHAP principles, they develop explanations in common language to assist HR personnel in comprehending the reasons an employee would desire to resign. The tool employs "what-if" research to demonstrate how modifying specific elements might transform

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a potential threat of customer loss into an opportunity to retain them. Based on the findings, businesses can retain workers by responding to their specific needs in order to prevent them from leaving for the reasons stated. By bridging the gap between "black box" prediction models and practical HR practices, our findings demonstrate that explainable AI can aid retention efforts.

Durra, I. (2023): The capacity of tech companies to retain administrative workers is examined in this study by comparing various HR techniques. The author conducted a quantitative survey among 338 secretarial staff members from various IT organizations. Data dependability and regression analyses were conducted using SPSS. Human resource procedures including recruiting, firing, training, performance evaluation, compensation, benefits, and work-life balance are the focus of this research. According to the data, several HR strategies are positively associated with employee retention. Evidence like these shows that effective HR systems can cut employee turnover in half. Human resource managers in the technology sector might find useful advice in this article on how to increase staff retention rates and foster a more consistent and committed administrative team.

Kostyrin, E. V. (2022): This study investigates the potential applications of artificial intelligence (AI) models in the following phases of an employee's employment lifecycle: recruitment, orientation, performance evaluation, and termination. To determine which artificial intelligence (AI) algorithms are most often utilized in HR contexts, the authors conduct a comprehensive literature review utilizing the PRISMA framework, which included 23 papers. Some of the most popular and helpful models they uncover are Adaptive Boosting, Decision Trees, Random Forests, Support Vector Machines, and Artificial Neural Networks. Findings from studies show that AI is finding increasing usage in the areas of hiring, staff retention strategies, and turnover prediction. Despite the field's notoriety, the authors claim it is still in its infancy, particularly in the areas of staff onboarding and retention. More empirical studies investigating the social impacts, long-term consequences, and interpretability of models are sought after by them. Adding to the existing literature on HR technology, this paper explains the present use of AI in managing people throughout their careers and provides HR managers with suggestions on selecting proper algorithms.

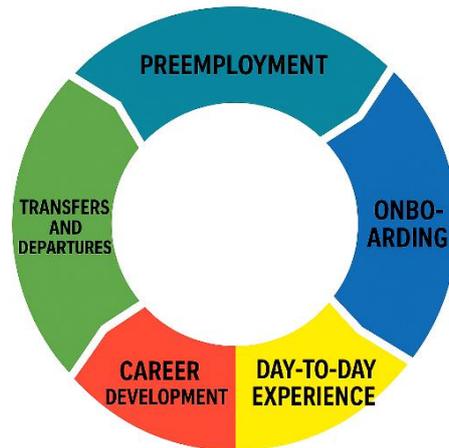
Hussein, A. S. (2022): This study investigates the potential of change management as a strategic tool for assisting businesses in retaining their staff members throughout challenging and unpredictable times. Keeping employees requires more than simply motivating them to work hard; what really matters are trust, open communication, and a strong corporate brand.

In times of external uncertainty, the need of trust and open communication between bosses and employees rises due to a shift in the psychological contract between the two parties. Research shows that employees are better able to weather storms when their employers prioritize talent management and consistent communication. How many workers remain and how many depart is heavily influenced by the employer's brand. Findings suggest that retention strategies emphasizing trust and transition preparation mitigate uncertainty's negative impacts. Human resources managers should consider potential crises while developing long-term plans to retain staff. Finally, the research concludes that frameworks are needed to integrate business flexibility with employee experience.

Ghodake, Akshay (2021) This paper introduces i Pulse, an artificial intelligence (AI) tool that analyzes a logistics company's staff pulse poll results using natural language processing (NLP). Unlike competing surveys, i Pulse analyses real-time unstructured feedback for trends in engagement, happiness, and anxiety. System administrators may locate comments through the PAUSE architecture, which enables them to detect trends and implement preventive measures. Its scalable design streamlines continuous monitoring by drawing attention to potential trouble spots and establishing a direct link between engagement metrics and retention outcomes. The technology provides more comprehensive data than annual surveys, eliminates bias, and automates sentiment analysis, making it a novel approach to measuring employee job satisfaction. In order to direct individual efforts, such as addressing issues and increasing participation, leaders get comprehensive and consistent feedback. Digital HR technology, according to the report, can transform employee input into actionable data, which can alter retention strategies. Using dynamic, real-time interaction, firms can potentially retain employees for longer periods of time and win their support. Future human resources practices may be influenced by NLP techniques, according to the authors.

### **3. STAGES OF EMPLOYEE EXPERIENCE**

Various points in an employee's journey impact their perceptions of their jobs. By praising workers at every turn, from onboarding to advancement, companies can respond to shifting demands, show appreciation for employees' efforts, and create a workplace where workers feel appreciated for the long haul.



**Preemployment:** The primary objective of the preemployment phase is to ensure that prospective workers feel appreciated prior to their start date. Traveling is easier when people are considerate, vocal about their emotions, and friendly. New employees are given the confidence they need right away through job-specific resources, casual get-togethers, and personalized welcome letters. This fosters excitement and confidence.

**Onboarding:** Onboarding is crucial for new recruits to succeed and fulfill their duties. Acknowledging them at this stage sets a positive tone for their journey. Now is the moment to select a mentor, guide them effectively, and celebrate their successes, such as completing a training course or completing their first task.

**Day-to-day experience:** Everyday experiences and observations shape workers' perceptions of their jobs and relationships with coworkers. Recognizing and rewarding people helps keep them motivated and engaged. An employee's confidence, motivation, and inspiration to have a positive impact on a daily basis can be greatly enhanced by small acts of kindness such as expressing gratitude for outstanding work, complimenting colleagues, or acknowledging achievements during team meetings.

**Career development:** Employees' professional development, educational pursuits, and internal promotions are the primary foci of this stage. Professional achievements, such as promotions, certifications, and training program completion, are more appreciated and foster greater loyalty among employees when recognized by the organization. It is clear that the firm cares about its employees' success when it provides them with mentorship programs, training resources, and other chances for personal and professional development.

**Transfers and departures:** When a worker decides to quit or transitions to a new position within the same organization, this is known as the departure or transition stage. It is crucial to express gratitude to team members now to maintain peace and ensure a seamless handoff.

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Expressing gratitude in this context entails conducting exit interviews to gather employee feedback, expressing gratitude for their work, and offering assistance with their career aspirations moving forward.

### **THE ROLE OF HR TECH IN ENHANCING EMPLOYEE EXPERIENCE**

Human resources technology has the potential to tremendously enhance working conditions by automating repetitive tasks, giving personalized assistance, and encouraging a feeling of community and belonging. Some potential ways in which HR technology could enhance the working conditions of employees are as follows:

**Streamlining Onboarding:** New employees' perceptions of their employer are shaped by the onboarding process. By utilizing HR technology, organizations may reduce paper usage, facilitate digital file sharing, and inspire new employees to network with mentors and colleagues. A fascinating and effective strategy creates a positive tone for newcomers' whole experience by making them feel embraced, encouraged, and eager to participate from the very beginning.

**Personalized Learning and Development:** People in today's workforce are always on the lookout for ways to advance in their careers, and companies may use HR software to provide personalized training programs. By utilizing data analytics and machine learning, HR specialists can ascertain an employee's areas of strength and improvement as well as their career aspirations. After that, they will be able to provide the appropriate training resources and courses. This demonstrates the company's commitment to its employees' professional development while simultaneously making it easy for them to do so.

**Employee Self-Service:** Thanks to self-service portals made available by HR technology, employees can independently manage their HR obligations, such as updating personal information, seeking leave, or monitoring salary and benefits. This not only makes life easier for HR departments, but it also grants employees greater autonomy and adaptability in their work. Ultimately, they experience a greater sense of engagement, contentment, and agency over their professional trajectory.

**Employee Engagement and Recognition:** Employee engagement has a significant effect on the organization's retention rates and productivity. Human resource technology can aid businesses in fostering an environment where employees feel valued and appreciated. Tools that can make employees feel more valued, connected to their coworkers, and invested in the company's goals include employee recognition programs, social network-like intranets, and games. A pleasant work environment that motivates people to perform at their best can be

fostered by businesses through the recognition of accomplishments and significant milestones.

### **HR Tech for Better EX & Retention**

When HR digital solutions provide workers more control over their professional development, onboarding, and training, employee happiness skyrockets. Tools like engagement dashboards, pulse surveys, and sentiment analysis can help you spot issues and fix them faster, which in turn increases customer retention.

Indicators of potential turnover and factors impacting employee contentment can be discovered through predictive analytics.

Work process automation, payroll, and leave administration all contribute to a better experience for employees by reducing difficulties.

By making it easier for employees to continue their education, learning management systems (LMS) and skill-based learning systems boost employee loyalty and retention. The work experience is immediately improved by quick hiring and streamlined training.

Keep employees informed and involved via chatbots, communication tech, and integrated platforms. With the use of wellness assessments, mental health applications, and adaptable work schedules, HR technology may assist decrease employee exhaustion and boost retention.

## **4. THE FUTURE OF HR TECH IN EMPLOYEE EXPERIENCE**

As new tools become available, HR software will have a different function in enhancing the employee experience. In the coming years, HR technology is expected to follow these trends:

**Artificial Intelligence and Machine Learning:** Human resources software is undergoing a paradigm shift because to AI and ML, which are making it smarter and more personalized for each user. While computers sift through employee records for trends, apps provide instantaneous assistance. When used in tandem, they aid HR departments in understanding employee needs, enhancing planning, and establishing work environments where workers are respected, comprehended, and directed.

**Augmented and Virtual Reality:** The potential of augmented and virtual reality technology to revolutionize the workplace is evident in the rise of virtual onboarding and training programs. Technology has made it possible for people in different parts of the world to work together and communicate with each other by breaking down geographical barriers and fostering a sense of community.

**Employee Wellness and Mental Health:** The epidemic has highlighted the significance of HR technology in supporting employees' mental health and wellbeing.

**Diversity, Equity, and Inclusion:** Human resource technology may play a significant role in fostering diversity, inclusion, and equity. To uncover hidden biases, enforce fair standards, and make sure every employee feels valued, respected, and empowered to give their all, businesses can use diversity analytics, inclusive hiring tools, and bias-detection technologies.

### **CHALLENGES OF EMPLOYEE EXPERIENCE**

Despite the fact that benefits tend to increase employee happiness, it is not always simple to make the workplace pleasant for everyone. There are several challenges that businesses must overcome if they wish to foster an environment where employees feel appreciated, motivated, and invested. Here are a few examples of these issues:

**Lack of recognition:** Not recognizing employees' efforts might lead to feelings of underappreciation and a loss of enthusiasm in their work. The organization's aims are strengthened by recognizing hard effort, which goes beyond mere expressions of gratitude. Lacking it, drive diminishes, output declines, and morale plummets. Workers who aren't valued at work are more likely to grow dissatisfied with their positions and seek employment elsewhere. Regular acts of gratitude foster an atmosphere where individuals are valued for their efforts, leading to higher levels of engagement and loyalty.

**Inconsistent employee engagement:** Businesses may find it challenging to maintain constant involvement across all teams and divisions. When it comes to fostering a safe and healthy workplace, different managers and team leaders may have different levels of knowledge, expertise, and commitment. Employees' levels of engagement within the organization may differ as a result of this. Team members who aren't involved in making decisions may start to feel unappreciated or unmotivated by the company's objectives. To lessen this, it is essential to incorporate employee engagement into the company culture. Achieving this goal requires leaders to demonstrate their dedication to maintaining high levels of engagement at all levels, as well as standardize processes and establish clear standards.

**Communication and feedback gaps:** Timely feedback and clear communication are the foundations of a positive work environment for employees. However, regular delivery is a challenge for many businesses. In the absence of timely and explicit feedback, employees may experience feelings of being underappreciated and confused about their own expectations. Misunderstandings, apathy, and a lack of teamwork are common results. Trust

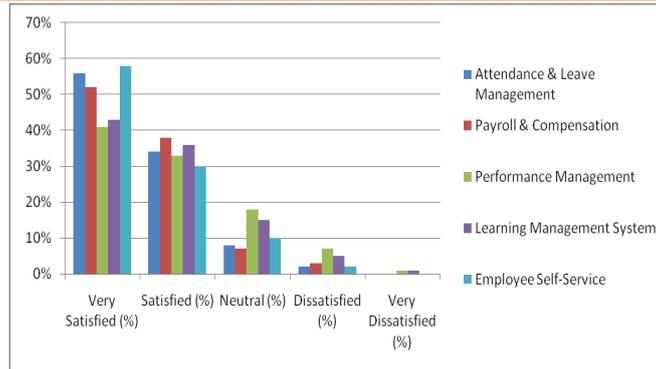
between management and employees declines with time, which is bad for morale and company culture. Having frank and open conversations within the company boosts unity, self-esteem, and belonging.

**Employee burnout:** Employee burnout is a major issue that can be exacerbated by unreasonable expectations, ambiguous duties, an overwhelming workload, and an absence of support. Employees' emotional and physical well-being suffer when employers turn a blind eye to these issues, leading to feelings of overwork, underappreciation, and stress. When people are under constant pressure, they are less invested in their work, and they are less productive overall. Organizations can minimize employee burnout and keep productivity high by monitoring workloads, providing assistance when needed, outlining specific duties, and promoting a healthy work-life balance.

## 5. DATA ANALYSIS AND INTERPRETATION

**TABLE 1 : Employee Satisfaction with Keka HR Modules**

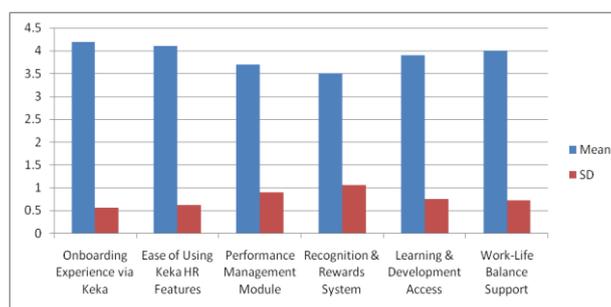
Keka HR Module	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Attendance & Leave Management	56%	34%	8%	2%	0%
Payroll & Compensation	52%	38%	7%	3%	0%
Performance Management	41%	33%	18%	7%	1%
Learning Management System	43%	36%	15%	5%	1%
Employee Self-Service	58%	30%	10%	2%	0%



**INTERPRETATION:** Customer satisfaction rates surpass 80-90% across the majority of Keka's HR modules, notably in attendance and leave management, payroll, and employee self-service. A significant proportion of neutral and dissatisfied responses suggests that Performance Management and LMS necessitate improvements to enhance the overall user experience.

**TABLE 2: Descriptive Statistics of Employee Experience Dimensions at KEKA HR**

Employee Experience Dimension	Mean	SD
Onboarding Experience via Keka	4.2	0.56
Ease of Using Keka HR Features	4.1	0.62
Performance Management Module	3.7	0.89
Recognition & Rewards System	3.5	1.05
Learning & Development Access	3.9	0.74
Work-Life Balance Support	4	0.71

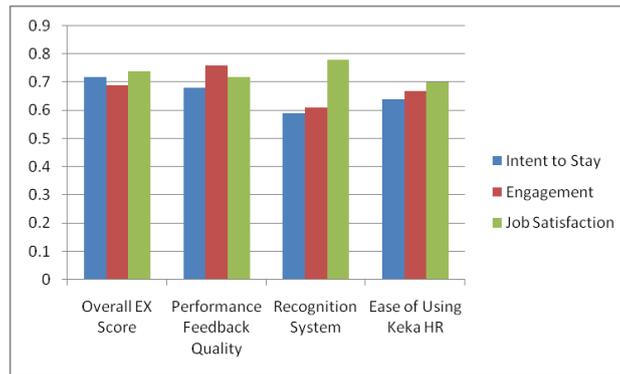


**INTERPRETATION:** Overall, employees demonstrate satisfaction with Keka HR, especially concerning the recruitment process, ease of use, and support for work-life balance (mean  $\geq 4$ ). In areas where performance management and reward systems are considered inadequate, employees' expectations continue to go unfulfilled.

**TABLE 3: Correlation Between HR Tech Experience & Retention**

Variables	Intent to	Engagement	Job
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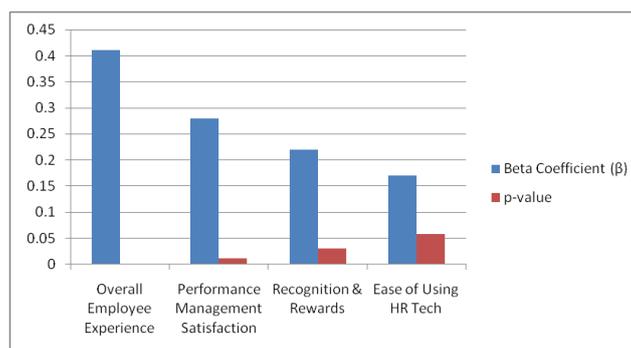
	Stay		Satisfaction
Overall EX Score	0.72	0.69	0.74
Performance Feedback Quality	0.68	0.76	0.72
Recognition System	0.59	0.61	0.78
Ease of Using Keka HR	0.64	0.67	0.7



**INTERPRETATION:** Metrics including engagement, job satisfaction, and intention to stay are strongly correlated with Employee Experience characteristics ( $r = 0.59$  to  $0.78$ ). Performance evaluations and public recognition are essential for enhancing the overall work environment, owing to their significant correlations with employee engagement and job satisfaction.

**TABLE 4 : Regression Analysis – Predictors of Retention**

Predictor (Independent Variable)	Beta Coefficient ( $\beta$ )	p-value
Overall Employee Experience	0.41	0
Performance Management Satisfaction	0.28	0.012
Recognition & Rewards	0.22	0.03
Ease of Using HR Tech	0.17	0.058



**INTERPRETATION:** Based on the regression results ( $\beta = 0.41$ ,  $p = 0.00$ ), employee experience stands out as the strongest indicator of retention intent. If performance management and recognition are substantial predictors of retention, then the usability of HR technology serves as a contributing factor, though not the primary determinant. The impact is minimal and insignificant.

## 6. CONCLUSION

Recent HR technologies have made employee experience and retention vital factors in determining how organizations attract, engage, and retain their workforce. Optimal human resource technology solutions improve morale and productivity by facilitating personalized employee experiences, streamlining communication, and optimizing processes. Contemporary analytics empower organizations to forecast employee turnover, recognize underlying patterns, and execute proactive retention initiatives. Employees demonstrate greater long-term dedication and loyalty when their environments foster advancement, acknowledgment, and a harmonious work-life balance. Improved transparency and advancement are outcomes of performance management systems and feedback mechanisms enabled by technological innovations. Human resources software offers administrators immediate access to data on employee engagement, supporting more informed decision-making. Organizations that implement employee-centric technologies demonstrate lower retention rates when positive interactions are prevalent. By leveraging adaptive technology, human resources departments can effectively accommodate diverse labor needs and adapt to changing expectations. Focusing on the employee experience through HR technology strengthens organizational culture, fosters trust, and supports enduring success. Technology and human-centric approaches must work in conjunction to retain talent within the current competitive landscape.

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