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**EMPLOYEE
ONBOARDING**
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**MONA GOLDEN-BROWN,
FOUNDER, PRESIDENT,
AND CEO**

**SETTING THE
RIGHT TRACK
FOR HR DIGITAL
TRANSFORMATION**

**CARRERA LEE
ENTERPRISES**

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How does one jump over the hurdles of instability and uncertainty in the business world?

With the pandemic crisis sweeping across the world, this is one question that is troubling organizations of all sizes. According to Mona Golden-Brown, a maven in the IT and HR space, many businesses are struggling to navigate this uncharted territory, and the only way for them to come out on top is by riding on the ‘change train’ of digital transformation. However, getting aboard the fast-moving ‘change train’ powered by cutting-edge technologies like IoT, AI, cloud computing, and blockchain can be daunting. It is, after all, a balancing act of transforming existing working processes while training employees to use the latest tools.

HR Digitalization Caught between Rock and a Hard Place, No More!

Given her experience and an innate love for technology, Mona explains that even though old-school recruitment and onboarding processes have always been a challenge for HR managers, these roadblocks are now being further exacerbated by the impact of the pandemic. Recruiters are struggling to keep up with the evolving changes and find relevant candidates from the hundreds, sometimes thousands of applications. Particularly now, since a lot of employees have been laid off, and numerous companies have indefinitely paused their business operations, there has been a tremendous rise in the number of applicants.

A majority of these candidates are from the millennial generation. So, if the employing company does not use intuitive technology to engage candidates during the application process through features like easy knockout questions and bare-minimum keystrokes to submit the application via a mobile app, they are going to find it challenging to manage the hiring process remotely. Driven by this understanding, Mona leveraged her deep expertise and knowledge of information technology and computer science and coupled it with her passion for human resources. The result of this union was Carrera Lee Enterprises: a company that helps organizations set the right track for their HR digital transformation journey.

“With our flagship HCM SaaS offering—Harmony Roze—organizations can leverage automation to evaluate relevant applications quickly and effectively,” enthuses Mona, the founder, president, and CEO of Carrera Lee.



Harmony Roze is built on top of the award-winning Kronos Workforce Ready HCM platform and specifically designed to tackle the persisting challenges in the HR space. The Harmony Roze SaaS HCM suite goes above and beyond the regular HCM tools; it focuses on the complete lifecycle of an employee, which starts from the pre-employment stage. Highlighting the underlying principle of such an approach, Mona says: “A good impression makes all the difference when it comes to recruitment.” Recruiters can use the in-built tools of Harmony Roze to reach out to potential candidates and inform them about job openings with just a push of a button. They can also communicate about the company’s work culture and brand value with potential candidates through engaging videos or animations on a branded career page. Besides, companies can also use the platform to guide the applicants during the initial screening process by using color-coding to categorize them in terms of performance, qualifications, etc.

And when candidates are hired, Harmony Roze transfers the candidate information directly to the employee database at the push of a button and builds a strong employee profile that can be used in critical HR processes, such as employee onboarding, performance management, biometric attendance, payroll, compensation management, and ACA compliance. Moreover, businesses can also use the artificial intelligence imbued in the platform to analyze employee performance data for succession management—making Harmony Roze a true one-stop shop for HR professionals.

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Demystifying the Integration Process

What makes the Harmony Roze SaaS suite a cut above the rest is its ability to seamlessly integrate with a client’s existing HR processes. “It all depends on what the client wants—either a complete integration of Harmony Roze portfolio or independent modules,” affirms Mona. Besides, the HR compliance library is another remarkable facet of the company. The clients can easily access the library and query regarding the latest laws in California (federal and state) and get relevant answers within seconds. They can either mine for data by searching through the Harmony Roze database or reach out to HR consultants and get expert, real-time responses. This is especially useful for small businesses that might not have in-house HR consultants. Nevertheless, according to the founder-CEO, the true value proposition of Carrera Lee lies in creating a smooth change management process. The company walks the client through the digital transformation and

gets their systems up and running quickly.

Recalling one such recent instance, Mona fondly shares the story of a mom-and-pop restaurant in Los Angeles. The business recently decided to automate their payroll process and chose Carrera Lee to reconfigure the systems and integrate its automation tools. After the digital makeover, the employees could access their wage information directly from their phones. The solution also came with a self-service application. Since the implementation, the employees have also expressed great satisfaction with the capabilities of the solution.

The People-Centric Relationships Begin at Home

Notably, Carrera Lee’s dedication to establishing and maintaining long-running relationships—with clients and employees alike—stems from its ‘people-centric’ mentality. The company operates like an employee’s extended family, who in turn treats the company’s clients like partners. Once the clients are up and running with Carrera Lee’s offerings, they are assigned personnel to discuss and resolve any issue, thereby not having to deal with an IVR or call center—adding an extra level of comfort and compassion. “This is one of our biggest differentiating factors,” remarks Mona. This feature, in fact, will drive greater outcomes for the business world in the coming time, where employers will be looking for faster, more reliable, and simpler ways to solve their operational HR challenges amid the work-from-home culture.

This, according to Mona, “is only the beginning of a new dawn for the remotely-operated HR era.” Based on her discussions with peers and colleagues, Mona notes that a lot of companies, today, are moving toward facilitating permanent work-from-



home. So, electronically onboarding employees and remotely monitoring employees’ in and out times via use of technologies would not just be a shiny gimmick; it will soon become the new norm.

And soon, these tectonic changes are also going to bring forth new rules and regulations for the HR industry. “The day is not far when you would need to onboard employees that are on one side of the state, and you are on the other side of the state or the world. And if you don’t have the means to prove that you’re compliant with these rules, then that’s going to spell trouble,” asserts Mona. Having successfully operated remotely for almost a decade, Carrera Lee is the perfect partner for companies striving to wade through the current sea of uncertainties.

Paving a New Tech-Driven Path for the HR World

Right now, Carrera Lee is working on its new collaborations to integrate more cutting-edge technologies for employee onboarding, and retain its strong foothold in the HR space. The company’s roadmap includes adding face recognition technology to easily clock employee working hours and bolstering AI and data analytics for smarter employee onboarding.

At the same time, Carrera Lee is also envisioning broadening its branches to diverse industries. The next stop for Carrera Lee is the fintech industry, where it has several promising prospects, especially with the work-from-home trend sweeping the landscape. The company is determined to empower the fintech sector with robust pandemic resolution strategies. “As we move forward on the tracks of transformation, we will help clients emerge victorious from the current crisis more efficiently,” concludes Mona. 