



Putting people first: How to fuel a future beyond hypergrowth

- A “People First” mindset drives HR processes that result in an engaged workforce.
- Uniphore builds a strong brand to draw diverse talent and stand tall on the global stage.
- LinkedIn’s data insights allowed Uniphore to hire swiftly and develop talent as it grew threefold in 2019.

Overview

From its incubation days at the Indian Institute of Technology Madras lab in Chennai, India, Uniphore has evolved into a global leader in conversational service automation, with offices in the United States, India, Japan and Singapore.

The speech recognition company has disrupted the customer service model using artificial intelligence and automation, and is riding a wave of hypergrowth. This has accelerated with the COVID-19 pandemic pushing companies to invest more in technology. Backed by a highly-skilled workforce of 280 employees, Uniphore is in the driving seat to seize a US\$350-billion opportunity in the industry.

LinkedIn Solutions in play:

LinkedIn Talent Solutions attract and recruit talent leveraging unique data insights from the world’s largest talent pool. LinkedIn Learning Solutions connect employees to relevant skills, building a culture of personalized and social learning.





The Challenge

At Uniphore, people are the building block to success. As the company moves deeper into hypergrowth, it has to expedite the process of acquiring and onboarding talent – and do so with precision. The challenge is compounded by competition in a tough market for talent, alongside big-name technology players.

Uniphore aims to entrench its top spot by ensuring that its workforce – 350-strong by 2021 – is diverse, well-engaged, and constantly energized. This ensures maximum growth and retention of key talent.

The Strategy

A “People First” vision will fuel Uniphore’s growth. As the company grew from local to global, it tapped on LinkedIn’s keen appreciation of local contexts and extensive global data to fulfill its people needs, leading to a **high candidate-to-employee conversion rate of 30 per cent**.

LinkedIn data promises diversity throughout the hiring pipeline, enabling Uniphore to attract the brightest minds across genders, ethnicities, skillsets and geographies. **Today, women fill 34 per cent of its functions and 22 per cent of leadership roles.**

Uniphore is also doing more to nurture talent in-house, developing a workforce that embraces its culture of cross-functional collaboration. **From April to October 2020, 68 per cent of Uniphore employees accessed LinkedIn’s learning platform, of which 58 per cent were repeat learners.**

Growing talent and building mobility across teams is an added advantage in an industry where specialist tech professionals are increasingly difficult to find and retain.

“We have a very strong people strategy with LinkedIn as a platform and partner that will help us not just get the right talent, but more importantly, more diverse talent that will prepare us for growth. When preparation meets opportunity, you get growth.”



Annie Shea Weckesser

CMO and People
Uniphore