

FORM 2

THE PATENTS ACT, 1970

(39 of 1970)

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The Patent Rules, 2003

COMPLETE SPECIFICATION

(See section 10 and rule 13)

TITLE OF THE INVENTION

“Methodology for Strategic planning model to increase the profitability of a Human Resources outsourcing SME through the use of digital transformation”

We, applicant(s)

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The following specification particularly describes the nature of the invention and the manner in which it is performed:

FIELD OF INVENTION:

The present embodiment relates to the strategic planning of Human Resources outsourcing SME through the use of digital transformation for increase the profitability and to enhance & maximize the efficacy.

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Background

The market for human resource outsourcing is growing, but it is dominated by large companies, making it difficult for new organisations or small and medium-sized businesses to develop in this area (SMEs). As a consequence of this, even though it offers the same services as the other company, it has a low profitability rate. In this section, a fishbone diagram and the analysis of initial indicators are utilised to investigate the myriad of factors that obstruct the expansion of SMEs. According to this model, the success of the Digital Transformation implementation is highly dependent on properly aligning the three pillars. A small and medium-sized business (SME) that offers HR outsourcing services carried out a pilot model for validation. As a consequence of the findings, an increase in profitability, as well as capacity, is anticipated.

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Objective

The provision of services at low cost and with reduced response times is the value proposition that needs to be maintained if the proposed model is to achieve its primary goal of enhancing the sales performance of the company and increasing its profitability. The Business Process Modeling pillar emphasizes the optimization and enhancement of processes through the use of high-quality tools to boost their levels of productivity. In addition, the Digital Marketing strategy is emphasised as a primary

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focus of the Customer Experience pillar to boost traffic and attract more customers as well as candidates. In conclusion, the objective of the Technology Optimization pillar is to incorporate various technological tools into business processes to raise the level of the organization's productivity and efficiency.

- 5 In a nutshell, the purpose of the model that has been suggested is to boost the level of profitability enjoyed by the business by way of increased levels of sales and production capacity.

Description

The company's services can be promoted and sold more effectively with the help of a tool called digital marketing. Additionally, analytics performed on Big Data make it possible to manage information in a more efficient manner, which in turn helps to improve sales processes. In addition, the Lean Service, which is aimed at reducing the model wastes selected, will be included as one of the tools used to maintain the speed of their selection processes and reduce the amount of time spent on the personnel recruitment service, both of which are components of the value proposition offered by the company. On the other hand, digital transformation will be implemented at the company to serve as a support tool for the maintenance of its processes.

To achieve a higher level of productivity that is based on Digital Transformation and Lean Service support tools, the goal will be to implement its use in the general culture in a way that is stable and permanent. This will ensure that the emphasis is placed on increasing production while simultaneously improving its efficiency. On the other hand, even though they offer the same services, they report significantly lower sales volumes than large companies. Concerning this issue, the research that we have conducted aims to increase their revenue and improve the profitability of this industry through the utilisation of the three pillars of digital transformation, namely combined digital marketing, lean service, and big data tools.

Because of this, they are unable to effectively compete in the market because they are unable to rapidly adjust their strategies in response to shifting market conditions and because they are unable to make effective use of technology to increase their level of output. As a result of this, they are unable to effectively use technology to increase their level of output. This study aims to demonstrate, with the assistance of digital transformation, the benefits that a small to medium-sized business that

specialises in human resource outsourcing can offer, as well as an increase in the profitability of that business.

In the contemporary, modern world, digital marketing is utilised to assist businesses in the process of selling their wares and to improve their capacity to communicate with their clients and customers. The implementation of it in industrial companies results in the acquisition of competitive advantages and makes it simpler to reach out to customers.

The use of search engine optimization (SEO) continues to be the most important digital marketing tool in the world. However, the use of social media platforms has quickly risen to become the second most important digital marketing tool in the world today. Because of this, it is necessary to have a robust presence on social media to establish the company's reputation among customers who are considering doing business with them. It is necessary to have SEO in place so that search engines can understand the content of each page and determine whether or not it is useful to users.

When it comes to establishing connections with customers, email marketing is widely regarded as one of the most important and effective digital marketing tools there is. Digital transformation is the process of reorganising technology, business models, and operational procedures to meet the demands of the digital age. Those companies that have been able to successfully implement a data-driven, IT-driven, and people-centric digital transformation have gained a significant advantage over their competitors.

Businesses can discover new opportunities and eliminate problem areas through the utilisation of Big Data, which allows for these capabilities. Customers will experience greater levels of happiness and contentment as a direct result of the wise decisions made by the company, which will lead to increased profits.

Lean service has the potential to boost not only the level of effectiveness of administrative and support processes but also their ability to save money and cut down on wasted time.

5 A sizeable portion of small and medium-sized businesses do not carry out sufficient in-house evaluations of the quality of their services and the organisation of their processes. This makes it more difficult to gather information about the organization's performance and the quality of its products, which is a significant problem.

10 Lean customer service has many advantages, including the standardisation and simplification of processes, an increase in efficiency and a reduction in response times, an increase in employee commitment and happiness, and the development of employees' skills and adaptability. The adoption of a lean approach to providing customer service has several benefits, two of which are the standardisation and simplification of processes.

We Claim:

1. The use of digital transformation to increase the profitability.
2. Human Resources outsourcing in SME is cutting-edge technology.
3. With the help of above said technology, the company's social media placement,
5 and sales volume will increase.
4. Digital transformation will be implemented at the company to serve as a support tool for the maintenance of its processes.

Dated this 17th day of July 2022

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Applicant(s)

Dr. Nethravathi K et. al.

ABSTRACT

Methodology for Strategic planning model to increase the profitability of a Human Resources outsourcing SME through the use of digital transformation

During the research study, the first thing that we did was analyze the characteristics
5 of the company and the environment in which it operated. After that, we analyzed the
primary factors contributing to the issue to identify the approaches and resources that
would be most useful in resolving the issue by addressing its underlying causes. Along
with the Lean Service and Digital Transformation methodologies, the support strategy
helped to eliminate the lack of process and procedure documentation, which was the
10 cause that had the most significant impact on low income. The implementation of this
strategy resulted in the clarification of the procedures followed by the company, a
reduction in the amount of time needed to complete the process, and the removal of
any bottlenecks that may have existed. The company's social media placement and
sales volume increased as a result of the sales strategy, which, when combined with
15 the Digital Marketing methodology and the Big Data tool, led to an increase in revenue
from sales that was greater than expected in recent months. In conclusion, the after-
sale service that was implemented as part of the resale strategy helped eradicate the
problem of insufficient customer follow-up.

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