



Customer Testimonial

BIAT makes its HRIS a key element in positioning itself at the head of its market

BIAT (Banque Internationale Arabe de Tunisie), the leading private bank in Tunisia, is staking its success on a number of key advantages, including rigorous Human Resources management and a high-performance Information System.

At the intersection of this dual issue, HR Access has been selected to reinforce the HR Department's independence and make the HR processes more reliable.

■ Enjoying lively growth that has never let up during its 30-year existence, BIAT has always followed through with initiatives and innovative product offerings to conquer its market. "We've also carried out regular strategic studies that have allowed BIAT to occupy its current position as the leading private bank in Tunisia, with a 15% market share," explains Adnane Ben Chaâbane, BIAT's Director of Information Systems. "To address this new challenge, our top management were aware of the need to invest wholeheartedly in effective, transparent Human Resources management."

■ The various in-house tools that previously used to be adequate for the HR Department's needs could no longer support these new objectives. They no longer allowed effective management of the correlation between jobs and skills, to accurately track the careers of high-potential staff, to offer greater rigour in time management, and so on. "The cost and the time investment needed to bring them up to date caused us sensibly to look instead for a professional software package: a revolution in our IT culture," emphasizes Adnane Ben Chaâbane. "What's more, we expected this software to enable us to adopt a selection of the best and most widely proven business practices."

HR Access selected on price, flexibility, and the support from its experts

■ Against this background of organizational, strategic, and economic issues, in early 2004 BIAT issued a call for tenders to HRIS publishers. Operational cover, guarantees for successfully completing setting up of the HRIS, and overall project cost were examined very carefully.

"HR Access was selected for its attractive price, great flexibility, and the proximity of its experts here in Tunisia. In addition, its openness allowed us to incorporate our specific management features, like taking staff loans into account at the payroll stage," Adnane Ben Chaâbane explains.

■ Selected in July 2004, the HR Access HRIS was implemented progressively. Payroll and Administrative Management were operational by January 2005, followed over the course of months by the other modules: Time & Attendance management (T&A) – with simultaneous installation of a badge-reader system for site access security control, Training Management, and now Predictive Jobs & Skills Management (PJSM).



More independence for the HR department and better-automated processes

■ In addition, the HR Access development workshop, based on the HRIS, allows the ISD (Information Systems Department) to integrate management of loans, budgets, and expenses relating to the Bank's HR into Payroll and Personnel management.

More recently, staff were given access to a self-service interface under Microsoft Exchange (BIAT's standard portal/messaging system) for entering applications for leave and off-site activities (time that is not badge-recorded), with a validation process by their respective line managers.

■ Today, HR Access makes it possible to manage all employees and trainees, i.e. a pool of nearly 3,000 people, thereby helping to unify the Bank's sales force and back office.

"Thanks to this HRIS, the HR Department enjoys a great deal more independence, since modifications are simple, and intuitive and can be made rapidly by users themselves," adds Adnane Ben Chaâbane. "Clearly, this new independence translates into greater responsiveness to change: staff hiring or terminations, or changes in their assignment."

Some previously manual procedures have also been automated through the HRIS, like payments to training providers, speeded up through the implementation of automated bank credit transfers.

A real partnership with HR Access for optimum use of the HRIS

■ Implementing the Time & Attendance module and its intelligent Self-service interface has allowed improvements in quality and reliability. It has also brought managers a higher profile in dealing with the working hours and absences of their staff. Leave applications, now entered directly by staff into the tool, are automatically submitted to line managers for validation. This decentralized process gives greater responsibility to staff and their line managers.

■ "Over five years, we have built up a real partnership with HR Access," Adnane Ben Chaâbane continues. "Their geographical closeness, through the Tunisian subsidiary, and the loyalty of their experts have enabled us to work right from the start with the same consultants, who have a proper understanding of the special features of our business disciplines and understand our constraints and expectations."

■ HR Access was recently tasked with an audit of the internal usage of the HRIS within BIAT. "Apart from a need to train newly-recruited HR staff, we need – and we intend – to fill out our HR database with more detailed information about the qualifications, training, and professional experience of our staff," concludes Adnane Ben Chaâbane. "That way, we'll be able to make the most of all the power of our HRIS's Skills Management module. Then we'll be able to achieve our strategic objective: to create a better fit between our talent pool and key posts we have to fill!"

BIAT in brief

Created in 1976 by the merger of the Tunisian subsidiaries of the Société Marseillaise de Crédit and the British Bank of the Middle East, Banque Internationale Arabe de Tunisie (BIAT) is one of the largest financial institutions in North Africa and the leading private bank in Tunisia. It relies on a high-performance sales force, organized on a 'per market' basis, and a modern concept of merchandizing.

Through its network of 125 branches, constantly developing, it offers its customers – Private Individuals, Professionals, Small- and Medium-sized Businesses, Large Companies – a comprehensive and innovative range of products, to suit the requirements of their activities in Tunisia and around the world.

The company's capital, 3 million dinars when it was created, has today grown to 170 million dinars.

To know more: www.biat.com.tn

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