CUSTOMER FEEDBACK:
TimeTrax is 'Far Superior to the Rest', Says the HR Manager of Ruba SEZ.

We reached out to **Imran Ali**, Senior Manager, Human Resource & OD at Ruba SEZ Group, with business operations spanning electronics, automotive, investment, SEZ and consumer divisions working diligently to produce, market and distribute world-class products and services. Managing the HR function for a good number of employees - over a 1000, spread across 150+ locations is not an easy task. We wanted to know which systems and solutions he is employing to manage this vast scope. I was delighted to find out that a local software firm - EfroTech - is helping fuel the phenomenal growth of the RUBA SEZ group.

"In our search for the finest HR solution in the MENA region, we found TimeTrax HCM Software to be far superior to the rest," added Imran. "Its eAttendance & eLeave plug and play modules are well-built and user-friendly, offering a very rapid implementation time."

What is TimeTrax?

TimeTrax, EfroTech's premier product, is a complete Human Capital Management that aims to satisfy all of the HR needs of a company. Covering the entire scope of HR management, TimeTrax includes tons of modules from basic requirements like attendance, leave, payroll, etc. to complex and highly strategic modules for Appraisal, Learning and Performance management.

Moreover, the system also comes with a robust HR Dashboard application for the senior management's reporting needs. Going the extra mile, literally, the [TimeTrax Mobile App](#) gives a new meaning to managing your HR on-the-go. The TT Mobile app can be used for marking longitude/latitude logged attendance - with or without geo-fencing - submitting leave requests and approving them, viewing pay-slips and loan summaries, and much more.

Ruba SEZ has been using TimeTrax for nearly two years. Currently, their portfolio contains monthly routine processes of Attendance, Leave, Payroll & Separation management.

"TimeTrax is a full-featured and impressive Software that has cut down our workload tremendously."

With offices in nearly 160 locations making use of these modules, Ruba SEZ feedback about TimeTrax has been pretty positive.

"The features and attributes of TimeTrax are the most user-friendly, accurate and reliable. Moreover, they have also proven to be bug-free.

When asked about the company behind the software and their customer support service, Imran said that they are dynamic, highly professional, courteous as well as very supportive.

Here are some areas that TimeTrax has proven extremely beneficial for them,

- Automation and remote access
- Less HR resource utilization
- Convenience in payroll processing
- Auto updating of record, like leaves, attendance & deductions

Other, core Human Capital Management modules of TimeTrax include;

- **eRecruitment** automates the process of job publishing, collection of resumes, short-listing, interview calls scheduling and interview evaluation summaries along with providing integration with the organization's corporate website.
- **eAppraisal** is an efficient web-based appraisal system - offering similar ease and nearly the entire features of SuccessFactors - that automates, simplifies and streamlines Employees' Performance Appraisal process.
- **eExpense** eliminates manual recording, improves accuracy and gives better tracking of day to day and travel expenses.

In a nutshell, it won't be wrong to say that TimeTrax, as an intelligent employees' database is unmatched in terms of functionality, intuitiveness, user-interface and technology; thus being rightly labeled by most as '**The Best Investment** *for* **Your Human Capital**'.

EfroTech is a product-based Pakistani company of over 50 energetic Human Capital, Supply Chain and Big Data Consultants. They specialize in ERP, HR and CRM solutions on the on-Premise and on-Cloud (SaaS) delivery models.

With over 20 years of experience in Human Capital Management and ERP, over 1000 satisfied clients across 5 continents and as the Pioneers of Cloud Solutions in Pakistan; EfroTech has made a name for itself as one of the best product-based software firms in the region.