

CUSTOMER STORY / REFINE

Yomly Transforms HR Efficiency at Refine Development Management, Boosting Productivity Gains and Minimising Administrative Burdens

INDUSTRY**Real Estate Development****CLIENT SINCE****2024****EMPLOYEES****120+****LOCATIONS****UAE**

Champion Nabeel Ur Rehman | Senior Leader - People & Culture, Refine

Website <https://refinedubai.com/>

THE CHALLENGE

A dedicated HR infrastructure became urgent



THE OPERATING GAP

Refine, established by expert property developers and market specialists, is revolutionising the property development ecosystem. Their centralised management system ensures exceptional client support, making Refine the premier partner for navigating the complexities of property development. Recognising the importance of a feature-rich and reliable HR system, the company identified a critical gap in its operations: the absence of a dedicated HR infrastructure.

THE URGENT NEED

This gap led to significant challenges in managing daily HR tasks and backend operations effectively. "It was imperative that we implement a system that could streamline our HR processes," noted Nabeel Ur Rehman, Refine's People & Culture, Senior Leader. With the rising trends of digital transformation in the industry, as well as increasing demands for employee self-service, compliance, and data-driven decision-making, Refine understood the urgent need to adopt a comprehensive HR solution.

"Before implementing Yomly, we relied on manual HR processes that were time-consuming and inefficient. The automation provided by Yomly has transformed our operations, significantly reducing administrative work and giving us more time to focus on what matters the most - our people."

Nabeel Ur Rehman

Senior Leader - People & Culture,
Refine

THE SOLUTION

Past experience made Yomly the clear choice

SELECTION AND FIT

Nabeel Ur Rehman, who previously implemented Yomly at his former company, played a crucial role in referring the solution to Refine. His familiarity with Yomly's capabilities made the decision to adopt it an easy one. "I knew from my past experience that Yomly would be the right fit for us," he shared. "We explored other options, but Yomly's user-friendly interface and powerful features consistently drew us back—it was clear it was the best choice." The solution provides automated payroll, compliance tools, an employee self-service portal, cloud-based accessibility, real-time data analytics, and customisable features, all essential for Refine's operations.

TAILORED IMPLEMENTATION

The implementation process began with an initial assessment and planning phase, followed by customisation and integration tailored to Refine's specific needs. Yomly's team, led by Customer Success Manager Aman Qureshi, provided exceptional support throughout the onboarding process, ensuring that the transition was smooth and efficient. "Their support was amazing and incredibly helpful," Nabeel noted. "Despite the urgent need for implementation, the rollout was executed swiftly by the Yomly team without compromising quality, all while meeting our go-live deadlines on time," Nabeel added. Following comprehensive training sessions, Yomly was fully implemented across the organisation.

