

# Boosting Efficiency And Super Charging HR teams at Studio 88

Studio 88 Group is South Africa's largest branded fashion clothing and footwear retailer.

Studio 88 launched October Health to its Head Office team of 272 employees as a proactive approach to support employees' mental health, improving workplace productivity, fostering a positive culture and enhancing the organization's health overall.

The October Insights portal offers Studio 88 a real-time assessment of employee well-being to keep their finger on the pulse of challenges that employees might be facing.

## Maximizing HR Efficiency with the October Insights AI Companion and HR Assistant

One of the most significant successes of this launch is the utilization of the October Insights AI Companion and HR assistant.

The HR Assistant maximises the time of the relatively small 5 member HR team by automating repetitive tasks and providing data-driven insights to focus their time, enhancing the teams overall efficiency.

# Streamlining HR Processes and Enhancing Team Productivity through Comprehensive Data-Driven Tools

Through the use of the HR Assistant, HR team members are able to:

- Set KPIs
- Develop comprehensive onboarding plans
- Prepare job descriptions
- Competency based interview questions
- Personal development plans and
- Career development discussion outlines

all at the touch of a button – saving hours and hours of valuable time that can be spent focusing on more strategic tasks.

Using the October Insights Policy Writer, five policies have been prepared as a foundation for the review of existing policies and procedures within the organization. This is what Nadine Pereira, a recruitment specialist at Studio 88 has to say...

"I use the October Insights Portal every day for Job Specifications, setting KPI's for finalize JD's, interview questions, technical assessments etc. It is a wonderful tool for me to use."

**Nadine Pereira**  
Recruitment Specialist, Studio 88

