



Transforming a Traditional Business: How HR Analytics is Revolutionizing Training at Presfour Drycleaners

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1 ABSTRACT

In the competitive landscape of small and medium enterprises (SMEs), the link between employee training and business outcomes is often assumed but rarely measured. This article presents a case study of Presfour Drycleaners, a premium garment-care service in Kalaburagi, India, exploring how the strategic implementation of HR Analytics can evaluate and enhance training effectiveness. Through a detailed survey and financial analysis, the study demonstrates a clear path for SMEs to transform training from a cost center into a measurable driver of quality, customer satisfaction, and profitability.

2. INTRODUCTION

➤ The New Frontier for Service SMEs

The Indian laundry services market, having surpassed USD 1.5 billion in 2023, is experiencing a significant transformation. While the unorganized sector remains dominant, organized players are rapidly gaining ground by leveraging technology, standardized processes, and a focus on quality. In Tier-II cities like Kalaburagi, this shift presents a unique opportunity for businesses that can combine local trust with global standards.

Enter Presfour Drycleaners. Founded in 2020 by Mr. Suresh Desai, an industry veteran with over three decades of international experience, Presfour was built on four pillars: Precision, Care, Freshness, and Trust. Despite its strong founding philosophy and technical expertise, the company faced a challenge common to many growing SMEs: how to systematically prove that investments in employee development were yielding tangible returns.

This article chronicles Presfour's journey to bridge this gap, using HR Analytics to answer a critical question: Is our training working, and how can we make it better?

➤ **The Company: A Profile of Quality and Ambition**

Presfour Drycleaners is not a typical local laundry. Its service portfolio spans premium dry-cleaning, expert laundry, advanced stain removal, and institutional contracts. The company's vision is to "redefine garment care in the Kalyan Karnataka region," and its mission emphasizes scientifically grounded, environmentally responsible solutions powered by a "learning-oriented workforce."

This commitment to its people is central to its strategy. However, with ambitious growth plans, including geographical expansion and service diversification, Presfour recognized that its ad-hoc, intuition-based approach to training evaluation was a strategic vulnerability. The need for a data-driven, analytical framework became paramount.

➤ **The Conceptual Backbone: What is HR Analytics?**

HR Analytics is the systematic application of data analysis to human resource management. It moves beyond simple record-keeping through four evolutionary stages:

1. Descriptive Analytics: What happened? (e.g., 80% of staff completed training).
2. Diagnostic Analytics: Why did it happen? (e.g., High error rates are correlated with untrained staff).
3. Predictive Analytics: What will happen? (e.g., Which employees are most likely to excel after a specific course?).
4. Prescriptive Analytics: What should we do? (e.g., Implement micro-learning for employees struggling with stain removal).

Theoretical models like Kirkpatrick's Four-Level Evaluation and Phillips' ROI Model provide frameworks to measure training success, from initial participant reaction to final financial return on investment.

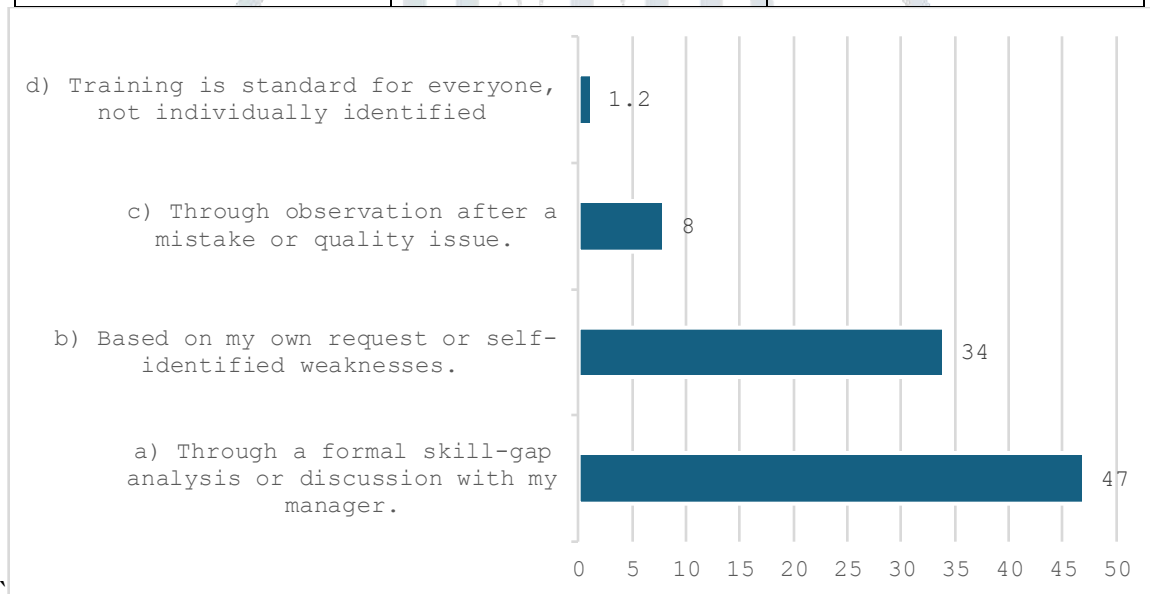
➤ **The Research: Uncovering the Training Landscape**

A comprehensive study was conducted involving all of Presfour's employees. The research aimed to analyze existing training practices, assess evaluation methods, and gauge readiness for HR Analytics. The data revealed critical insights into the company's training ecosystem.

3. ANALYSIS

1. How are your specific training needs currently identified at Presfour?

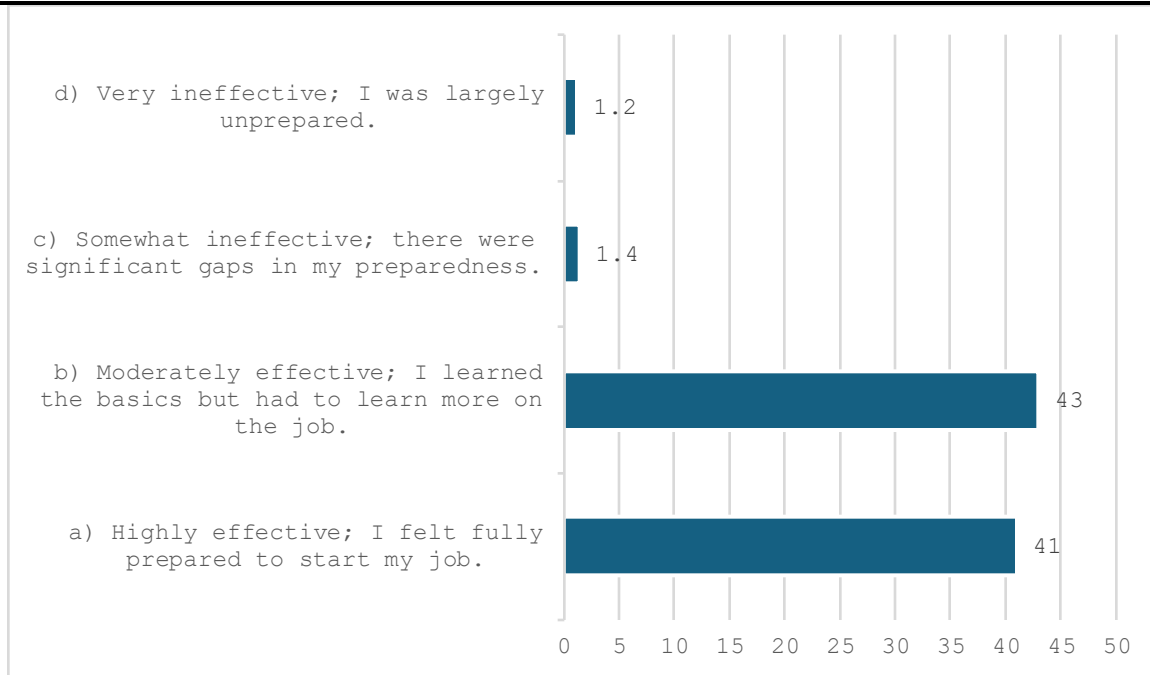
Particulars	Percentage	No. of respondents
a) Through a formal skill-gap analysis or discussion with my manager	47%	47
b) Based on my own request or self-identified weaknesses.	34%	34
c) Through observation after a mistake or quality issue.	8%	8
D) Training is standard for everyone, not individually identified.	11%	11
Total	100%	100



Interpretation: While nearly half the staff experienced some form of personalized need identification, a reactive approach and standardized training were still prevalent.

2. How effective is the current onboarding training in preparing you for your role (e.g., machine operation, stain treatment, customer handling)?

Particulars	Percentage	No. of respondents
a) Highly effective	41%	41
b) Moderately effective	43%	43
c) Somewhat ineffective	9%	9
d) Very ineffective	7%	7
Total	100%	100



Interpretation: A strong majority (77%) of employees believed data-driven training would enhance competitiveness, indicating a receptive cultural environment.

4. Key Findings: The Data-Driven Verdict

The analysis yielded several powerful conclusions:

1. **Training Works, But Isn't Optimized:** 80% of employees reported an improvement in work quality or efficiency after training, proving its value. However, the lack of structured measurement meant this value wasn't being maximized.
2. **Management Discussion Lacks Data:** 55% of employees said management discussed training outcomes only in general terms without data, missing a key motivational and instructional tool.
3. **Awareness and Willingness Exist:** 76% of employees were familiar with or had heard of HR Analytics, and 82% were willing (with varying levels of concern) to have their anonymized performance data used to improve training.
4. **The Biggest Challenge is Internal:** Employees identified the "Lack of skills or knowledge in the HR/management team to use analytics" (38%) as the primary barrier, not cost or technology.

5. A Blueprint for Action: Recommendations for Presfour and Other SMEs

Based on the findings, a strategic roadmap was developed:

1. Institutionalize HR Analytics: Start small. Implement a simple dashboard to track Key Performance Indicators (KPIs) like individual rewash rates, customer satisfaction scores, and garments processed per hour.
2. Adopt a Phased Training Evaluation Model: Use Kirkpatrick's model to measure:
 - Reaction: Post-training feedback forms.
 - Learning: Quizzes and practical tests.
 - Behaviour On-the-job observation and error rate tracking.
 - Results: Correlate training with reductions in material costs and increases in customer retention.
3. Invest in Data Literacy: Train managers on how to interpret and use HR data to coach their teams, not to punish them.
4. Personalize Learning: Leverage the strong employee interest (79% were interested or open) in data-recommended micro-learning videos for targeted, just-in-time skill development.
5. Link Data to Recognition: Use analytics to objectively identify top performers and reward skill mastery, moving beyond gut-feeling-based recognition.

6. Conclusion: From Intuition to Evidence

For SMEs like Presfour Drycleaners, the journey toward evidence-based management is no longer a luxury but a necessity for sustainable growth. This case study demonstrates that even with a modest workforce, the principles of HR Analytics can be applied to create a powerful feedback loop.

By systematically measuring training effectiveness, Presfour can ensure that its most valuable asset—its people—are not just trained, but effectively developed. This transforms human capital from an abstract concept into a quantifiable competitive advantage, ensuring that the company's foundation of "Precision, Care, Freshness, and Trust" is delivered consistently by every employee, every time. The future of small business success lies not just in working hard, but in working smart, guided by the undeniable power of data.

7. REFERENCES

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