



United International University

A REPORT ON

"Analyzing the Impact of Artificial Intelligence and Automation on HR Functions in FMCG Companies in Bangladesh"

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Letter of Transmittal

December 30, 2024

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Subject: Submission of a report on “Analyzing the Impact of Artificial Intelligence and Automation on HR Functions in FMCG Companies in Bangladesh”

It gives me great pleasure to present a study on AI and Automation in HRM of FMCG industry. I have finished my report based on a survey of nine different FMCG companies. I worked extremely hard and tried my best to follow all of the rules set by my supervisor in order to complete the course related requirements for writing the report.

I followed my organization's supervisor's orders while also attempting to follow the guidelines. Preparing this report was a terrific experience since this year our country went through a historical change and remarkable national events in a vulnerable situation. Online based survey helped me to gain more skills in the research field. I will be delighted to clarify any points made in the overall report.

I am thankful to you for your valuable advice and constant attention during my preparation of the report and, when needed, in the preparation of this research as well as for the patience. I am grateful. Thank you.

Sincerely,



Shamsun Nahar Luna

ID:111182028

Acknowledgement

First and foremost, I would want to thank Almighty Allah for successfully completing my report. During the preparation of the report I learned a lot. The incomparable lessons taught by the teachers while attending my courses at the university helped me a lot in researching and writing the report.

I am thankful to my academic supervisor, Piana Monsur Mindia, School of Business and Economics, United International University, for providing me with all of the necessary assistance in completing my report. I am quite thankful to you, ma'am, for all of your assistance and guidance during the accomplishment of the report. This particular report attempts to incorporate all of my University courses.

Lastly thanks to the modern technology. The internet and online-based sources played a pivotal role in preparing my research report. They provided access to a vast array of information, including academic articles, journals, and credible websites, which enriched the depth and quality of my research. So, it is no longer difficult to understand why many companies have adopted AI and automation in their workforce.

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Executive summary

This report aims to find out the perpetration of AI and Automation in HRM in the environment of FMCG assiduity. Then there are nine different association's data has been gathered through quantitative analysis and as well as qualitative analysis. The check substantially took place through deep exploration on company's online grounded published guidelines. Thanks to the ultramodern technology by which I can manage the applicable information I demanded to prepare this report. In the exploration I've set up out that numerous companies use ChatBots in their HR conditioning to enhance client experience and bring further satisfaction to their in house workers. For illustration Unilever integrated AI and Automation to enhance effectiveness and hand engagement by using AI- powered Chatbot called Una. They use AI in reclamation and in ethical practice. BRAC Enterprises incorporates AI for HR software operation monitoring, reclamation and selection. Pran- RFL Group uses AI and Automation for effective Human coffers Management System, reclamation and selection, training and development, performance appraisal system. On the other hand Square Toiletries Ltd is laboriously using AI and Automation in their HRMS, automated payroll system and obviously in their reclamation and selection process. Marico is also known for enforcing its own Chatbot operation. Marico introduced BLINK which is an advanced smart system operated by machine literacy AI. It's for their literacy and developing department. Marico also has Project Simplify to streamline workflows and expedite decision timber. CocaCola uses AI Powered hand helpdesk, automated reclamation process. PepsiCo espoused Lucy AI's knowledge operation system in their HR programs. Incipiently ACI Ltd incorporated AI and Automation in training and development, PMS. One thing which I set up out is common among all these companies is they all do uses AI and Automation for reclamation and selection process. Though all these FMCG companies are also MNCs the companies do face some difficulties in laboriously and effectively incorporate similar advanced technology in their HR conditioning and run these ultramodern and advance ways by Bangladesh's workers. Because Bangladesh is still under development. Similar ultramodern technology is still under progress of the operation extensively by in house workers effectively. It can be because of some lack in culture and profitable condition. In my perspective

FMCGs grounded MNCs should enhance retaining foreign workers with advance chops in specialized sector to enhance the over pool effectiveness in HRM. Because in my observation numerous workers yet to know how to use and use similar ultramodern AI powered automated ways in HR conditioning in Bangladesh which has been given by the head services of the origin nation. Incipiently I would like to thank my administrator for guiding me into the right way to negotiate the report on time.

Chapter-1 Introduction



Bangladesh is still in the process of development. Where people from the middle class and lower classes are a majority of the population in this nation. Modernization is still under progress. AI and Automation play a crucial role in this condition for the advancement of the populace, the customer, the consumer, for the company and for the country. In addition, many companies and organization are still trying to cope up with the modern science in their workplace where AI plays a significant role depending on various perspectives, genres of living style, and needs and meet up consumer demands and employee satisfaction. There is always a good feeling aspect in knowing the utilization of AI and automation in institution pioneer firm as well as working for such institution, and this report is about the impact of automation into a specific industry called FMCG. The aforementioned report is all about the implementation of AI and Automation in HRM in FMCGs.

Origin of the report:

Under the supervision and guidance of Piana Monsur Mindia Assistant Professor, School of Business and Economics, this report was created as a part of United International University's Bachelor of Business Administration (BBA) Internship/research program. My supervisor has given me the task of analyzing the Implementation of AI and Automation in HRM in the field of FMCG industry. FMCG industry of throughout the world is the part of the report. This report's goal in this case is to determine whether my selected companies are using AI and Automation in their HR activities and how it is being done there. I've found out how the FMCG companies like Unilever Bangladesh, Nestle Bangladesh, BRAC Enterprises, Marico Bangladesh, Pran-RFL Group, Square Toiletries Ltd, Coca-Cola Bangladesh, PepsiCo or their franchisee company Transcom Beverages Ltd and ACT Limited successfully implementing AI in their HR activities and be benefited from it.

I was quite distinguished to complete my report with the mentioned companies, the top tier FMCGs, as it provided me with the ideal exposure to learn how monetary organizations run the activities using modern technologies. Throughout the report preparation period, I have to make some crucial judgments and had got some research based understanding about it. In this paper, I did my best to demonstrate the flawless analysis of the mentioned companies. This will provide a clear picture of usage AI and Automation and how it may be improved, as well as its future results.

Scope and Limitation:

While preparing this report the biggest scope or advantage was the help of modern science and technology. With the help of modern designed style and structure of the vast available data collection on the internet I could find my desired information of the selected companies. AI and automation has made the companies to look smarter in many ways through their business activities. Despite of facing the difficulty of collecting the real time primary data I could manage

to gather through deep research on company's websites and various journals and internet based resources. On the other hand the national crisis and political environment played a vital role collecting the data meeting company's HR personnel in person. Because more or less every company faced ups and downs while coping up with the new economic change of the country.

Objectives:

The report's major goal is to discover the implementation of "AI and Automation in HRM" Apart from that, there are certain supplemental objectives that are connected to the core goal of the report. These additional goals are as follows:

- To locate the usage AI in HR field of FMCGs.
- To assess the company's future performance through AI.
- To form an opinion on their current situation.
- To make a acumen on this analysis

Methodology:

Type of data:

I used both qualitative and quantitative data to create this report. Primary sources and secondary sources are the two sorts of sources that I used to create this report. Primary sources are raw sources that I gathered through direct interviews with my course mates whose are in FMCGs and also using questionnaire and secondary sources was various articles, websites.

Primary Data collection Sources are:

- ❖ Collection of some data from personal meet-up with company's employees

- ❖ Personal Observation of company's current movements and responses from their HR team.
- ❖ Google Questionnaire

Secondary Data collection sources are:

- ❖ Selected company's official website
- ❖ Various online published reports on FMCG industry
- ❖ Collection from different research on HRM.
- ❖ Basic Google searches and findings about the topic

Data collection process:

The data used in this report is mostly secondary data which is the biggest limitation of the report mentioned before. Moreover I have prepared a questionnaire to make a survey on my selected FMCG companies and sent it via Email but the respected personals of HR team didn't respond to it accordingly. Despite of not having the opportunity of collecting the primary data properly I have managed to take interview of my ex-class mates who's are in some FMCGs and could gather real time data from them. On the other hand I have researched deeply via internet and company's official websites for authentic information as secondary resource and could manage to gather the relevant information to prepare the report.

Population and sample size:

The population of this research report is all the FMCG companies like Unilever Bangladesh, Nestle Bangladesh, BRAC Enterprises, Marico Bangladesh, Pran-RFL Group, Square Toiletries Ltd, Coca-Cola Bangladesh, PepsiCo or their franchisee company Transcom Beverages Ltd and ACT Limited and their HR activities and techniques in AI and Automation field. The sample size based on quantitative data and qualitative data is around 8-10 personnel.

Sampling techniques:

For the sampling technique I have chosen probability sampling's simple random sampling and Non-probability sampling's convenience sampling method.

Area and time of research:

Geographical area: In this report I have mostly focused Bangladesh based AI and Automation implementation of all the selected companies and among them only PepsiCo is representing the data of their origin nation based. Since all the FMCGs are MNC so their technical implementation of software and tools are being used in the same way worldwide.

Field specific: The study focused on the HRM in FMCG industry.

Time of research: The research has been conducted from July 2024 to December 2024.

Chapter-2 Literature Review

This report aims to find out the implementation of AI and Automation in HRM in the context of FMCG industry. Here there are nine different organization's data has been gathered through quantitative analysis and as well as qualitative analysis. The survey mostly took place through deep research on company's online based published guidelines. Thanks to the modern technology by which I can manage the relevant information I needed to prepare this report.

In the research I have found out that many companies use ChatBots in their HR activities to enhance customer experience and bring more satisfaction to their in house employees. For example Unilever integrated AI and Automation to enhance efficiency and employee engagement by using AI-powered Chatbot called Una. They use AI in recruitment and in ethical practice. BRAC Enterprises incorporates AI for HR software operation monitoring, recruitment and selection. Pran-RFL Group uses AI and automation for effective Human Resources Management System, recruitment and selection, training and development, performance appraisal system. On the other hand Square Toiletries Ltd is actively using AI and Automation in their HRIS, automated payroll system and obviously in their recruitment and selection process. Marico is also known for implementing its own Chatbot application. Marico introduced BLINK which is an advanced smart system operated by machine learning AI. It is for their learning and developing department. Marico also has Project Simplify to streamline workflows and expedite decision making. CocaCola uses AI Powered employee helpdesk, automated recruitment process. pepsoCo adopted Lucy AI's knowledge management system in their HR programs. Lastly ACI Ltd incorporated AI and Automation in training and development, PMS. One thing which I found out is common among all these companies is they all do uses AI and Automation for recruitment and selection process. Though all these FMCG companies are also MNCs the companies do face some difficulties in actively and effectively incorporate such advanced technology in their HR activities and run these modern and advance techniques by Bangladesh's employees. Because Bangladesh is still under development. Such modern technology is still under progress of the usage widely by in house employees effectively. It can be because of some lack in culture and economic condition. In my perspective FMCGs based MNCs should enhance recruiting foreign employees with advance skills in technical sector to enhance the over

workforce efficiency in HRM. Because in my observation many employees yet to know how to utilize and use such modern AI powered automated techniques in HR activities in Bangladesh which has been given by the head offices of the origin nation. Lastly I would like to thank my supervisor for guiding me into the right way to accomplish the report on time.

Chapter-3 Organizational Background/Industry Perspective



Industry Scenario:

The industry I have chosen for the research is FMCG industry which is the Fast Moving Consumer goods Industry. It is the most competitive and largest industry over the world. With the uprising of usage of AI and automation the industry is significantly evolving and consumer expectations and employee's satisfaction is also rising incredibly. In this report I have stated the major implementation of AI and Automation which is changing the game of HRM functions in the FMCG industry.

Traditionally field sales and HRM functions require a lot of manual process like pay role, recruitment, training and development, paper based record keeping, face to face interaction etc which is time consuming. So by the grace of modern technology all these HR functions has become very easy and convenient for employees to accomplish more effectively. Not only FMCG industry but also for any other industry the AI and automation is playing a great role.

The automation platforms which are being used in this industry like Una, BLINK etc is like a blessing which is saving much time and efficiency of the work by adding more value. The industry itself a versatile industry but with the help of AI and automation the industry is achieving milestones worldwide.

Organizations to be included in the research:

The organizations or companies I included in this report are: Unilever Bangladesh, Nestle Bangladesh, BRAC Enterprises, Marico Bangladesh, Pran-RFL Group, Square Toiletries Ltd, Coca-Cola Bangladesh, PepsiCo or their franchisee company Transcom Beverages Ltd and ACI Limited.

Brief description of the selected organizations:

Unilever Bangladesh: Unilever Bangladesh is a FMCG company which started its journey is 2 September 1929. It's a multinational fast-moving consumer goods company. It has a vast number of consumer goods such as baby food, beauty products, bottled water, breakfast cereals, dairy products, cleaning supplements, pet food, energy drinks, tea, and hygiene products e.t.c. The company is structured into 5 segments of business which is Home care, Ice cream, Beauty and Wellbeing, Personal care and Nutrition.

Nestle Bangladesh: Unilever Bangladesh originated in Switzerland based MNC Company a leading brand in Bangladesh. It is the largest food and beverage company around the world It has more than 2000 brands from local to global favorites. Nestlé's goal is to enhance quality of life and contributing to a healthier future. Nestle wants to help shape a better world. They encourage people to live healthier lives through their business strategies. This is how they contribute to society while ensuring the long term success and meeting the organizational goal and objective.

BRAC Enterprises: Previously BRAC was known as the Social Forestry Programme. Later the enterprise added a variety of activities to enhance awareness about the necessity of planting trees. By doing that they meet the basic needs such as timber, fuel and fruit but also restore the ecological balance. BRAC's objective is to maintain and improve ecological balance through increase awareness and environmental balance generating income and employment.

Marico Bangladesh: Marico Bangladesh is originally an Indian FMCG company. Their products or services are health, beauty and wellness. Their headquarter is in Mumbai. It runs its business in around 25 countries. Their leading or flagship product is Parachute which is made with grade coconut oil. Marico's organizational objective is to make difference by creating a positive impact on all stakeholders.

Pran-RFL Group: Pran-RFL Group is known as a Bangladeshi conglomerate that runs its business in a variety of industries such as food and beverages, plastic, electronic and furniture. The company's objective is to reduce poverty, boost agriculture, become a global leader, create value for stakeholders, and maintain high standards and to promote sustainable development.

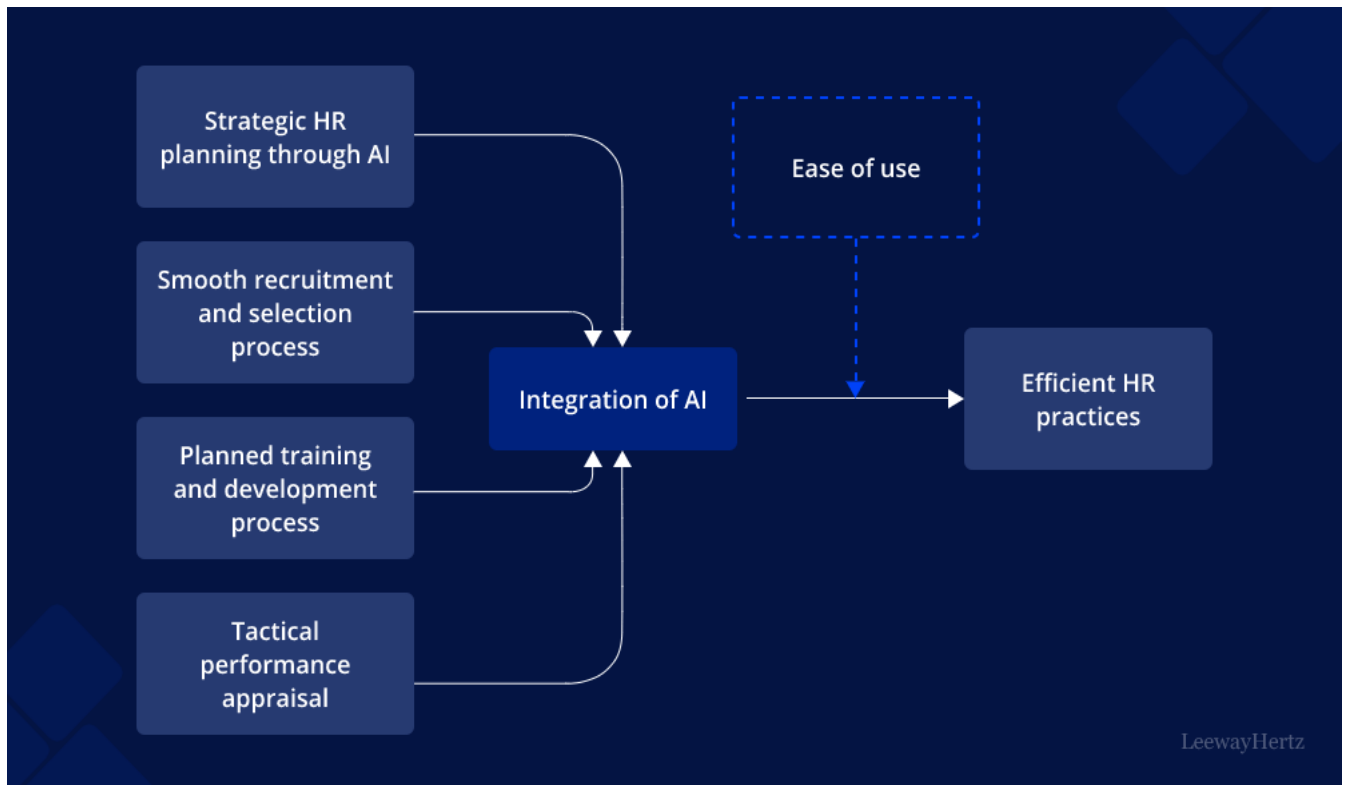
Square Toiletries: Square toiletries Ltd is a well-known reputed FMCG company in Bangladesh. It produces and sells a wide range of personal care, health care and hygiene and home care products and services. It operates its business in 13 countries successfully. At first the company started its journey as SQUARE Pharmaceuticals later it expanded its business in other sectors. The main objective of the company is to create happy consumers by helping them look well and live well tagline. It also holds the aim to fulfill responsibility towards government and society with ethical standards.

CocaCola Bangladesh: CocaCola Bangladesh is a global beverage manufacturer, distributor and marketer. The main objective of the company is make impact on consumers as a refreshment, to reach global market, making a significant difference among competitors through their unique selling proposition while improving stakeholder impact gaining market share and achieving new customers.

PepsiCo Bangladesh: In Bangladesh the company PepsiCo operates its business through its Franchisee Company Transcom Beverages Ltd. PepsiCo is a global food and beverage company that aims to create smiles with every bite and sip. Their long term vision is to be a global leader in convenient foods and beverages by winning with a purpose. The company is basically an American multinational food, snack and beverage corporation. The business incorporates all aspects of food and beverage market. It runs its operation around the world through franchisee companies of different nations.

ACI Limited: ACI Limited is a multinational conglomerate in Bangladesh. Its business units are pharmaceuticals, consumer brands, agribusinesses, and retail. The company's mission is to improve the quality of life through the use of technology and knowledge. The long term vision is to achieve business excellence through quality and customer satisfaction.

Chapter-4 Discussion of selected HR function of the selected organization





1) Question: How Unilever Bangladesh Ltd uses AI and Automation in their HR activities?

Answer:

To enhance productivity and employee engagement, Unilever Bangladesh Limited (UBL) has implemented automation and artificial intelligence (AI) into their human resources (HR) activities. Their important implementations include of:

Chatbot Driven by AI:

Unilever announced "Una," an AI-powered chatbot that can instantly respond to queries from employees about any kind of HR topics, such as benefits and business policies. By providing instant replies to employee inquiries, Una's deployment has increased overall efficiency, decreased repetitive activities for HR employees, and resulted in a 91% employee satisfaction rate with regard to the help received. (HUMAYRA, 2024)

AI in Recruitment:

To make its recruitment process more efficient, Unilever uses AI technologies. The business effectively screens and analyzes applicants by using AI-driven assessments and algorithms,

guaranteeing a quicker and more impartial hiring process. This strategy has improved the quality of hires and significantly reduced the time required to fill positions. (Bernard Marr)

Ethical AI Practices:

Unilever is dedicated to upholding moral principles when utilizing AI and automation in human resources. The business demonstrates a responsible approach to AI implementation by giving candidates feedback and guaranteeing transparency in AI-driven assessments. (Naveed, 2023)

These AI and automation initiatives have enabled Unilever Bangladesh to optimize HR processes, improve employee satisfaction, and maintain ethical standards in technology adoption.



2) Question: How Nestle Bangladesh uses AI and Automation in their HR activities?

Answer:

To increase productivity and boost employee satisfaction, Nestlé Bangladesh has been gradually incorporating automation and artificial intelligence (AI) into its HR operations. Important implementations include of:

Worldwide IT HR Transformation:

Nestlé started a multi-year worldwide IT HR transformation that would affect more than 260,000 workers in more than 100 nations. Through the establishment of cloud foundations, this program was able to provide value-driven HR capabilities at scale, streamlining the hiring process and interacting with thousands of candidates every week around the globe. Additionally, the transformation pushed functional boundaries and increased overall efficiency by introducing mobile-enabled employee experiences and hyper-automation. (unLeaSH WORLD)

Recruitment Automation:

Nestlé has streamlined the experience for both recruiters and candidates by automating intricate, worldwide multi-screen interview scheduling procedures. Recruiters may now concentrate on more strategic facets of talent acquisition as a result of the automation's huge reduction in human scheduling responsibilities. (unLeaSH WORLD)

Data Transformation and Machine Learning:

Using advanced analytics and machine learning, Nestlé's IT division is revolutionizing the way data is used. The business creates Industry 4.0 potential in supply chain and manufacturing, among other areas, by implementing automation. These technological developments indirectly support HR functions by creating a more responsive and efficient organizational environment, even if they are not solely HR-focused. (Nestle)

These initiatives demonstrate Nestlé Bangladesh's commitment to leveraging AI and automation to optimize HR processes, enhance employee experiences, and maintain a competitive edge in the evolving business landscape.



3) Question: How BRAC Enterprises uses AI and Automation in their HR activities?

Answer:

To increase productivity and simplify procedures, BRAC Enterprises has been aggressively integrating automation and artificial intelligence (AI) into its human resources (HR) operations. Among the notable implementations are:

Monitoring of HR Software Operations:

Through the use of HR software tools, such as Human Resource Management tools (HRMS), Payroll, Recruitment Cycle Management (RCM), and Learning Management Systems (LMS), BRAC International's Human Resource Division has concentrated on automating HR procedures. These tools make it easier to manage payroll, hiring procedures, training initiatives, and employee data effectively. Additionally, the firm has hired interns to keep an eye on and guarantee the efficient operation of these systems while offering assistance and training to users to optimize their competency. [BRAC](#)

AI in Talent Management and recruiting:

In order to increase efficiency and decision-making, BRAC has investigated the application of AI in talent management and recruiting. The necessity for successful talent acquisition is what motivates AI applications in recruiting and selection procedures, which help businesses, find qualified applicants more quickly. This strategy is in line with worldwide trends that use AI to speed up HR procedures and make talent hunting easier. (Rahman, 2024)

These initiatives demonstrate BRAC Enterprises' commitment to leveraging AI and automation to optimize HR functions, improve decision-making, and enhance overall organizational efficiency.



4) Question: How Pran-RFL Group uses AI and Automation in their HR activities?

Answer:

To increase productivity and simplify procedures, PRAN-RFL Group, a prominent conglomerate in Bangladesh, has been gradually incorporating automation into its HR operations. Important implementations include of:

System for Human Resource Management (HRMS):

To handle a variety of HR tasks, such as hiring, screening, training, performance reviews, and pay, PRAN-RFL Group uses an HRMS. This technology improves operational efficiency by making it easier to handle personnel data, manage payroll, and streamline hiring procedures. (slideshare, 2017)

Automation of the Recruitment and Selection Processes:

The Company has automated the following steps: need analysis, position definition, advertising, screening, and shortlisting. This automation guarantees a more effective candidate selection process and speeds up the hiring process. (slideshare, 2017)

Automation of Training and Development:

PRAN-RFL Group has put in place automated systems for determining training requirements, creating training plans, creating training tactics, and scheduling training sessions. By ensuring that workers receive pertinent and timely training, this strategy improves their abilities and output. [SlideShare](#)

Performance Appraisal System:

The business uses automated systems to set goals, gather performance information, and examine evaluations during its biannual performance reviews. This strategy encourages a results-driven attitude and aids in staff development. [SlideShare](#)

The adoption of automation in these crucial areas demonstrates PRAN-RFL Group's dedication to using technology to optimize HR functions and boost overall efficiency, even though specifics regarding the integration of artificial intelligence (AI) in HR activities are not publicly available.



5) Question: How Square Toiletries uses AI and Automation in their HR activities?

Answer:

To increase productivity and simplify procedures, Square Toiletries Limited (STL), a well-known Fast-Moving Consumer Goods (FMCG) business in Bangladesh, has been using automation into its HR operations. Important implementations include of:

Information System for Human Resources (HRIS):

An employee self-service panel and other modules are part of the HRIS program that STL has created, which covers a range of HR functions. Employees may effectively access and manage their personal data, submit leave requests, and do other HR-related duties with the help of this system. (Papon, 2013)

Automated Payroll System:

STL has suggested putting in place an automated payroll system to increase processing accuracy and efficiency. By streamlining compensation calculations, deductions, and disbursements, this method seeks to minimize human error and guarantee that employees are paid on time. [Issuu](#)

Recruitment and Selection Procedure:

STL has automated a number of its recruitment and selection procedures, such as posting job openings, monitoring applications, and assessing candidates. The HR staff can efficiently handle high application quantities and find qualified applicants thanks to this technology, which makes the hiring process more efficient. [BRAC University DSpace](#)

Training and Development:

Employee training and development is a top priority for the organization, which uses automated tools to organize programs, evaluate training needs, and track results. This strategy guarantees that workers receive pertinent and timely training, which enhances both their professional development and the success of the company as a whole. (desklib, 2021)

The implementation of these automated solutions demonstrates STL's dedication to using technology to optimize HR services and improve operational efficiency, even though specifics regarding the integration of artificial intelligence (AI) in HR activities are not publicly known. (htt) [Square Toiletries](#)



6) Question: How Marico Bangladesh uses AI and Automation in their HR activities?

Answer:

To improve productivity and employee engagement, Marico Bangladesh Limited has been aggressively using automation and artificial intelligence (AI) into its HR operations. Important implementations include of:

AI Chatbot and Integrated HR Platform:

Marico has created an AI-powered chatbot application in addition to an integrated HR platform driven by SAP Success Factors. Employees can effectively access information and services thanks to this combination, which makes HR procedures, run smoothly. The AI chatbot helps with common questions, offering prompt answers and enhancing worker engagement in general.

Marico

Anywhere, at any moment Using BLINK to Learn:

Marico created BLINK, an internal smart system powered by AI and machine learning, to encourage ongoing learning and progress. BLINK promotes a culture of skill development and

continual growth by providing employees with best-in-class learning modules that they may access whenever it is convenient for them. (24De) [Marico](#)

Project Simplify:

'Project Simplify' was started by Marico in order to speed up decision-making and optimize processes. In order to improve operational efficiency and simplify HR activities, this effort focuses on identifying and changing processes to achieve shorter turnaround times. [Marico](#)

These technological advancements reflect Marico Bangladesh's commitment to leveraging AI and automation to optimize HR activities, improve employee experiences, and drive organizational efficiency.



7) Question: How Coca-Cola Bangladesh uses AI and Automation in their HR activities?

Answer:

To increase productivity and boost employee satisfaction, Coca-Cola has been aggressively incorporating automation and artificial intelligence (AI) into its human resources (HR) processes. Although there are little specifics regarding Coca-Cola's HR procedures in Bangladesh, the company's worldwide initiatives shed light on how it handles AI and automation in HR.

AI-Powered Help Desk for Employees:

Coca-Cola reduced the time needed to approve employee requests by 40% by implementing an AI-driven helpdesk service. Employees were able to access pertinent company information more quickly thanks to the automation of HR procedures. (Luong) [Leena AI](#)

Automated Recruitment Procedures:

The business has implemented AI-powered solutions to automate a number of talent acquisition tasks, such as candidate selection and resume screening. These technologies improve decision-

making accuracy and expedite hiring processes, which results in better talent acquisition and retention tactics. [People Matters](#)

Digital HR Transformation:

With an emphasis on deploying uniform HR systems throughout its markets, Coca-Cola has started a digital HR transformation journey. With real-time policy compliance and reduced HR procedures, this program seeks to give employees a more modern work environment. [Consumer Goods](#)

Coca-Cola's dedication to using AI and automation to improve HR operations, raise employee engagement, and boost operational efficiency is demonstrated by these international efforts. The company's overall strategy shows a focus on using cutting-edge technologies to improve HR operations across all of its markets, even though specific implementations in Bangladesh may differ.



PEPSICO



8) Question: How PepsiCo Bangladesh uses AI and Automation in their HR activities?

Answer:

PepsiCo's sole franchisee in the nation is Transcom Beverages Ltd. (TBL).

To increase productivity and boost employee satisfaction, PepsiCo has been aggressively incorporating automation and artificial intelligence (AI) into its human resources (HR) processes. Although there are little specifics regarding PepsiCo's HR procedures in Bangladesh, the company's worldwide projects shed light on how it handles AI and automation in HR.

Knowledge Management Driven by AI:

Lucy AI's knowledge management system was implemented by PepsiCo in order to expedite access to corporate data. Using files, data, and other knowledge sources found in business systems, this AI-powered "answer engine" provides HR teams with accurate responses using web tools or messaging applications like Teams and Slack. By cutting down on the amount of time spent looking for information, this solution has increased efficiency. [HR Executive](#)

AI in Talent Acquisition:

PepsiCo uses AI tools like "Hired Score" to automate the shortlisting of candidates, identify internal talent, and give hiring managers insights. HR practitioners may now concentrate on strategic objectives as a result of this approach's greater alignment between HR and business goals and shorter time to recruit. [Toolify](#)

Digital HR Transformation:

The goal of PepsiCo's digital HR transformation is to give staff member's simple, intuitive experiences. The company wants to increase employee satisfaction and engagement by making HR products as user-friendly as consumer apps. [Unleash.ai](#) PepsiCo's dedication to using AI and automation to improve HR operations, raise employee engagement, and boost operational efficiency is demonstrated by these international efforts. The company's overall strategy shows a focus on using cutting-edge technologies to improve HR operations across all of its markets, even though specific implementations in Bangladesh may differ.

The following video helped me to gain a better grasp of PepsiCo's AI-driven talent acquisition strategies:

<https://www.youtube.com/watch?v=XxrHkfst7m8>



9) Question: How ACI Limited uses AI and Automation in their HR activities?

Answer:

To increase productivity and simplify procedures, ACI Limited, a well-known conglomerate in Bangladesh, has been gradually incorporating automation into its Human Resources (HR) activities. Important implementations include of:

Automated Recruitment Procedures:

To handle a number of recruitment-related tasks, such as posting jobs, tracking applications, and evaluating candidates, ACI has implemented automated systems. The HR staff can manage high application quantities and successfully identify qualified applicants thanks to this technology, which makes the hiring process more efficient. [Scribd](#)

Education and Training Automation:

The organization prioritizes staff training and development, using automated technologies to plan programs, evaluates training requirements, and track results. This strategy guarantees that

workers receive pertinent and timely training, which enhances both their professional development and the success of the company as a whole. [Scribd](#)

Performance Management Systems:

To establish goals, gather performance information, and carry out assessments, ACI has put in place automated performance management systems. By identifying areas for improvement and offering frequent feedback, this technique encourages a results-oriented mindset and supports staff development. [Scribd](#)

The use of these automated technologies demonstrates ACI Limited's dedication to using technology to optimize HR processes and improve operational efficiency, even though specifics regarding the integration of artificial intelligence (AI) in HR activities are not publicly known.

You can visit ACI Limited's official website to learn more about the company and its activities: [ACI](#)

Chapter-5 Analysis and Findings

Unilever Bangladesh Limited:

- **Ai-Powered Chatbot:** Unilever incorporated its own chatbot called “Una” to instantly respond to their HR queries to gain employee work satisfaction.
- **AI in Recruitment:** Streamline hiring with AI-driven assessments, reducing bias and improving efficiency.
- **Ethical AI Practices:** Unilever uses AI for transparency and feedback towards their employees and consumers.

Nestle Bangladesh:

- **Global IT HR Transformation:** Nestle uses AI cloud-based systems to bring the HR efficiency and employee experience in their HR activities.
- **Recruitment Automation:** AI and Automation simplifies for the HR activities in scheduling for global interviews and allow recruitment in an automated sorting process which help them to focus on strategic goals.
- **Data Transformation:** Nestle uses machine learning to escalate organizational responsiveness towards their customers and within the workplace.

BRAC Enterprises:

- **HRMS Tools:** AI helps the company to generate automatic payroll, recruitment processes and training remotely.
- **AI in Talent Management:** BRAC uses AI and Automation to fasten the candidate screening and decision-making process for the HR team.

Pran-RFL Group:

- **HRMS Implementation:** The Company uses Ai and Automation in their HRM to bring the efficiency and accuracy in payroll system, for performance reviews, and in the recruitment process.
- **Training Automation:** By using AI the company make sure timely and relevant employee skill enhancement.

Square Toiletries Limited:

- **HRIS Modules:** AI allows the HR staff self-service for HR tasks, which improve accessibility.
- **Automated payroll and Recruitment:** Automation helps the company to reduce errors and enhance their hiring process.

Marico Bangladesh:

- **AI Chatbots and Learning Platforms:** AI and Automation helps to enhance their employs engagement in the workplace by using the AI tool called BLINK.
- **Process Optimization:** Automation simplifies the work flows by initiatives like Project simplify.

Coca-Cola Bangladesh:

- **AI-Powered Helpdesk:** Automation helps the HR executives by saving time in responding to consumer queries
- **Automated Talent Acquisition:** Automated system helps the HR personnel enhance the efficiency in hiring.

PepsiCo:

- **AI in Knowledge Management:** For the company's HR data accessibility the company uses AI driven tool like Lucy AI.
- **Talent Acquisition:** Aligning with the company's strategies the company uses "Hired Score" for candidate shortlisting.

ACI Limited:

- **Automated Recruitment and Training:** AI and Automation streamlines recruitment process and make sure effective and fruitful skill development.

Chapter-6 Recommendations and Conclusion

Recommendations:

1. **Incorporating AI:** Organizations should pay more focus and interest in the usage of AI-powered chatbots and tools in their all HR functions rather focusing only selective HR tasks so that it can enhance work efficiency, time save and customer satisfaction.
2. **Bringing fluency:** Organizations should give more emphasis on transparency, fairness and in AI-based decisions especially in their recruitment and selection process.
3. **Invest in L&D Platforms:** Companies need to develop AI-driven systems to enhance employee's productivity.
4. **Influence AI practices worldwide:** Companies like in Bangladesh should adopt profitable cloud-based HR systems for continuous and efficient operations.

Conclusion:

Through the analysis of the overall report it can be said that incorporating and using AI and Automation by companies in Bangladesh has notably optimized HR functions from recruiting process to employee engagement. Organizations like Unilever, Nestle and Marico lead the industry by implementing the AI and automation systems. In leveraging these modern technologies responsibly companies can drive efficiency, satisfaction and fairness by implementing AI practices in HR development, sustainable growth and can maintain a competitive era in a rapidly evolving industry like FMCG.

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Appendix

Sample Google Form Questionnaire:

The screenshot displays a Google Form titled "Questionnaire for Research (United International University)". The form is divided into two columns. The left column contains the title, a greeting from Shamsun Nahar Luna, a student of United International University, and a statement about the purpose of the questionnaire. It also includes a section for "General Information" with questions 1 and 2. Question 1 asks for the respondent's name, and question 2 asks for their gender, with radio button options for Male, Female, and Other. The right column contains questions 4 through 8. Question 4 asks for the company name, question 5 for the designation name, and question 6 for the business email. Question 7 asks for the primary FMCG sector, with radio button options for Food and beverages, Personal care and hygiene, Household goods, and Other. Question 8 asks for the size of the workforce, with radio button options for 1-100 employees, 101-500 employees, 501-1000 employees, and more than 1000 employees. The form is marked as "1 of 10" and "12/29/2024, 4:33 PM". The Windows taskbar at the bottom shows the date and time as 4:38 PM on 12/29/2024.

Questionnaire for Research (United International University)

Dear respected respondent,
I am Shamsun Nahar Luna, a student of United International University. This following questionnaire is to accomplish my project report by collecting information about company's implementation of "AI and Automation" in HRM. The information will be kept confidential and be used only for research purpose.

* Indicates required question

General Information

1. Name *

2. Gender

Mark only one oval.

☐ Male

☐ Female

☐ Other: _____

3. Age

4. Name of the company *

5. Designation name *

6. Business Email

7. Which FMCG sector does your company primarily operate in? *

Mark only one oval.

☐ Food and beverages

☐ Personal care and hygiene

☐ Household goods

☐ Other

8. What is the size of your workforce? *

Mark only one oval.

☐ 1-100 employees

☐ 101-500 employees

☐ 501-1000 employees

☐ more than 1000 employees

9. What is the structure of your HR department? *

Mark only one oval.

☐ centralized

☐ decentralized

☐ hybrid

10. What motivated your organization to explore AI and automation in HRM? *

Mark only one oval.

☐ reducing manual tasks

☐ improving recruitment efficiency

☐ enhancing employee experience

☐ cost savings

Questionnaire for Research (United International University).pdf

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3 of 10

Awareness and Adoption of AI and Automation in HRM

10. How familiar is your HR team with AI and automation technologies for HR management?

Mark only one oval.

☐ very familiar

☐ somewhat familiar

☐ not familiar

11. Is your organization currently using AI or automation in HRM? *

Mark only one oval.

☐ Yes

☐ No

current application of AI and Automation in HRM

13. In which areas of HRM is your company utilizing AI and automation? (Select all that apply) *

Check all that apply.

☐ Recruitment and talent acquisition (e.g., AI-driven candidate screening, chatbots for recruitment)

☐ Onboarding (e.g., automated workflows, virtual onboarding assistants)

☐ Employee engagement and feedback (e.g., sentiment analysis, pulse surveys)

☐ Performance management (e.g., predictive analytics, AI-driven evaluations)

☐ Learning and development (e.g., personalized training programs)

☐ Payroll and benefits management (e.g., automated calculations, chatbots for queries)

14. Which AI or automation tools/software does your HR department currently use?

Recruitment and Talent Acquisition

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5 of 10

3 of 10 12/29/2024, 4:33 PM

Questionnaire for Research (United International University) https://docs.google.com/forms/u/1/d/1oeW9JQeRqoFzml.IFsQeNeD...

15. How has AI and automation impacted your recruitment process? *

Mark only one oval.

☐ Reduced time-to-hire

☐ Improved candidate quality

☐ Enhanced diversity and inclusion efforts

16. Do you use AI for resume screening and candidate ranking? *

Mark only one oval.

☐ yes

☐ no

17. Are chatbots used in your recruitment process to interact with candidates? *

Mark only one oval.

☐ yes

☐ no

Employee Engagement and Retention

4 of 10 12/29/2024, 4:33 PM

Questionnaire for Research (United International University) https://docs.google.com/forms/u/1/d/1oeW9JQeRqoFzml.IFsQeNeD...

19. Do you use AI to predict employee turnover or retention risks? *

Mark only one oval.

☐ yes

☐ no

20. Are there any specific AI-driven tools you use for employee well-being and satisfaction?

Mark only one oval.

☐ yes

☐ no

Performance Management and Learning

21. Does your company use AI for performance evaluations? *

Mark only one oval.

☐ yes

☐ no

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Questionnaire for Research (United International University)

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Employee Engagement and Retention

18. How has automation or AI improved employee engagement in your organization? *

Mark only one oval.

☐ Personalized employee feedback tools

☐ Automated pulse surveys

☐ AI-driven insights into employee sentiment

5 of 10 12/29/2024, 4:33 PM

Questionnaire for Research (United International University) <https://docs.google.com/forms/u/1/d/1oxW9jQ8RqoFzml1F3QeNEoD...>

Benefits of AI and Automation in HRM

23. How has AI/automation impacted learning and development in your company?

Mark only one oval.

☐ Personalized training modules

☐ Automated scheduling of training programs

☐ Real-time progress tracking

24. What are the primary benefits your HR team has observed from AI and automation? *

Check all that apply.

☐ Time savings

☐ Improved decision-making

☐ Enhanced employee experience

☐ Reduced HR operational costs

25. Have you seen measurable ROI from AI and automation in HRM?

Mark only one oval.

☐ yes

☐ no

Challenges and Barriers

22. If yes, what specific aspects are AI-driven?

Mark only one oval.

☐ Predictive performance analytics

☐ Bias detection in evaluations

☐ Automated goal tracking

6 of 10 12/29/2024, 4:33 PM

Questionnaire for Research (United International University) <https://docs.google.com/forms/u/1/d/1oxW9jQ8RqoFzml1F3QeNEoD...>

Challenges and Barriers

26. What challenges has your organization faced in adopting AI and automation in HRM? *

Mark only one oval.

☐ High implementation costs

☐ Lack of skilled personnel

☐ Integration with existing HR systems

☐ Employee resistance to AI-driven processes

☐ Ethical or privacy concerns

27. Are there any legal or compliance challenges related to using AI in HRM?

28. How does your organization address concerns about data privacy in AI-driven HR processes?

Future Plans

29. Does your organization plan to expand its use of AI or automation in HRM in the next 1-3 years?

Mark only one oval.

☐ yes

☐ no

7 of 10 12/29/2024, 4:33 PM

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Questionnaire for Research (United International University)

30. Which areas of HRM are you planning to enhance with AI or automation?

Check all that apply.

- ☐ Recruitment and talent acquisition
- ☐ Employee engagement and retention
- ☐ Performance management
- ☐ Learning and development
- ☐ Payroll and benefits management

31. What percentage of your HR budget is allocated for AI and automation initiatives?

Mark only one oval.

- ☐ 5-10%
- ☐ 10-20%
- ☐ 20-30%
- ☐ 30-40%
- ☐ 40-50%
- ☐ Above 50%

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