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**HR TECHNOLOGY EDITION**

## Rococo

# DELIVERING COMPREHENSIVE
# HR SOLUTIONS IN JAPAN

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# ROCOCO

## DELIVERING COMPREHENSIVE HR SOLUTIONS IN JAPAN

apan, the world's third-largest economy, is facing a vexing challenge today—a declining workforce. While the aging population is a major factor for this situation, the millennial workforce seeking career flexibility is also contributing a fair share. This has pushed organizations to implement strategies not just to attract but retain talent as well. Therefore, organizations must secure and optimally allocate excellent human resources, thus enhancing operational efficiency and productivity. Helping these organizations to manage their workforce and achieve digital transformation is Osaka-based Rococo. "We provide comprehensive HR solutions using state-of-the-art technology to support an organization's digital transformation journey and to adapt to global markets," says Kazuhiko Hasegawa, President and Representative Director of Rococo.

With no system available in Japan that covers the cross-section of HR-Tech functions, including strategy, recruitment, business reform, and working styles, Rococo fulfills this void through its Rococo HR solution suite offering. The company provides cloud-based solution "RocoTime" for attendance management that covers Japanese business practices (Japan's new Labor Standards Law) regardless of the size of the industry/business type and the number of employees ranging from middle

to enterprise markets. The solution supports attendance recording by smartphones, GPS information, and biometric authentication such as vein authentication, and face recognition which has just released option in this July. "RocoTime" also implements bilingual support, past history management, and 36 agreement management.

Elucidating the efficiency of its ingenious solutions, Hasegawa highlights an instance wherein Rococo helped a nation-wide company to manage the workforce. The client operating a shopping mall with approximately 4000 employees required an HR map to assign the personnel for store operation. They added information regarding skills, backgrounds, evaluations, and declarations (their own wishes) to the personnel attribute information stored in the database of the existing system. "RocoTalent" was later utilized to consolidate this personnel data helping the client identify the most appropriate personnel for each store. Through Rococo's "RocoTalent" solution, the client achieved effective store staffing and realized increased productivity.

Another solution by Rococo is the "RocoTalent", a talent management system that performs multifaceted data analysis of human resources and visualizes internal human resource information. The data-driven management system converts talent information into big data and consolidates the data that can be leveraged for the planning of human resource utilization strategies, optimal assignment, recruitment planning, and retention management. Further, "RocoMBO",

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Along with these HR solutions developed in-house, Rococo provides live entertainment ticketing and access control utilizing face recognition in collaboration with another organization. The company is actively promoting the research and development of biometric authentication and is currently working with a university. Having realized face authentication with its AUTH series, Rococo focuses on authentication technology using sound and carving their unique niche in the industry.

Rococo's goal management system, helps employees to set and evaluate company-defined goals. The solution implements schedule management (progress management) for each goal and evaluation adjustment functions enabling a significant reduction in man-hours.

Rococo aims to strengthen the comprehensive services required for IT, including system development, infrastructure solutions, BPO business, and help desk functions through call centers. The company plans to continue to provide creative solutions, both domestically and internationally, by expanding the business while responding to new technologies and without departing from the starting point to accept customers' needs with sincerity. Preserving the company's core philosophy 'Trust is the cornerstone of everything', Rococo regards IT business as people, and value three hearts (Kokoro)- 'heart that to be satisfied by customers,' ' heart to be appreciated from customers,' and 'heart of originality and ingenuity'. "Everything we do is to value the 'heart' that builds trusting relationships with our stakeholders and grow with the society," concludes Hasegawa. **ACO**

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