Newsroom | Workday

PropertyGuru Transforms Employee Experience Across Southeast Asia with Workday

Collaborative Approach with Workday Streamlines HR Operations and Strengthens PropertyGuru's Workforce Engagement Across Southeast Asia

SINGAPORE, May 19, 2025 /PRNewswire/ --Workday, Inc. (NASDAQ: WDAY), the AI platform for managing people, money, and agents today announced that PropertyGuru, Southeast Asia's leading property technology company, has enhanced its Human Resources (HR) operations to deliver a better experience for employees across Singapore, Malaysia, Thailand, Vietnam, and India by implementing Workday Human Capital Management (HCM).

As PropertyGuru expanded rapidly to serve over 32 million users, its legacy HR systems struggled to keep pace. The organisation's workforce processes were spread across different platforms, slowing down hiring and limiting managers' timely access to critical people data.

Added to this, leaders in the business were hindered by lengthy internal approval processes and manual tasks, including talent recruitment which required up to four separate approvers for every new hire.

Recognising the need to improve productivity and streamline workflows, PropertyGuru partnered with Workday to enhance its HR approach. From the beginning, PropertyGuru ensured employee feedback was central to the transformation journey. The result was a tailored solution built around the specific way PropertyGuru teams engaged, collaborated, and combined effort.

The transition to Workday's HCM solution delivered immediate benefits for PropertyGuru, including improved efficiencies in hiring processes with contract generation streamlined and approval steps simplified.

Also, business line leaders now have real-time visibility into team structures and people data, enabling faster, better-informed decisions related to workforce management.

Helen Snowball, chief people officer at PropertyGuru, said: "With Workday, we were not just changing systems—we were rethinking how work gets done. The partnership allowed us to simplify and modernise our processes while giving our people the tools and visibility they need to thrive."

Jess O'Reilly, general manager, ASEAN at Workday, said: "PropertyGuru's vision for a more connected, people-first organisation aligns perfectly with Workday's approach to transformation. By putting employees at the centre and leveraging intelligent systems, they've built a foundation that not only simplifies work but empowers teams to lead with agility and purpose."

PropertyGuru has started to rollout the next phase of its Workday implementation, introducing new capabilities including Workday Learning and Workday Talent Optimization. These enhancements will support PropertyGuru's vision to evolve into a skills-based organisation, where employees have greater clarity on growth pathways and access to tools needed to shape their careers.

About Workday

Workday is the AI platform for managing people, money, and agents. The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 11,000 organisations around the world and across industries – from medium-sized businesses to more than 60% of the Fortune 500. For more information about Workday, visit workday.com/en-sg/.

For further information: Investor Relations: ir@workday.com; Media Inquiries: media@workday.com.

---

https://en-sg.newsroom.workday.com/2025-08-05-propertyguru-transforms-employee-experience-across-southeast-asia-with-workday?sf228022247=1