



brayleino

Marketing firm reaps benefits of cloud-based HR solution



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Introduction

Bray Leino are the largest creative communications agency outside of London. Work for clients like BP, 2011 Census, Wrigley, Virgin, Royal Mint and Intel, spans advertising, direct response, 3D marketing, digital, PR and media as well as both personal and organisational development.

The agency is undergoing a period of rapid growth and currently has 340 employees across six sites in north Devon, Bristol, London, Chester, Edinburgh and Barnstable.

The challenge

Before the company started working with ADP's HR solution in 2009, Bray Leino had an inefficient manual HR system consisting of spreadsheets compiled and collated by hand. The system gave rise to inaccurate information and inconsistent data logs.

Bray Leino has a small HR department which, due to the nature of the previous system, was unable to spend time on core HR activities, using hours each week manually inputting data. Under this system managers and employees had no accountability for their personal data and there was no self-service element.

In addition, all HR data was kept in paper files so any information requested by employees, such as holiday allowances, was time consuming to find. The lack of any suitably organised archive also meant that Bray Leino was unable to compile detailed HR reports.

Bray Leino considered a number of solutions before choosing ADP's HR system. There were a number of reasons for making this decision.



Why ADP

Firstly the agency was looking to cut down on costly errors caused by the previous inaccurate system.

For example, towards the end of 2007, over 30 days of employee holiday allowances had to be written off due to inaccurate records.

The company also wanted to give individuals more responsibility for keeping track of their own data and was looking for a solution with manager and employee self-service which would allow individuals to access information such as employment details, request annual leave and check holiday allowances as well as view company policy documents all online.

As a creative communications agency Bray Leino's employees use a combination of PCs and Macs depending on their role, and use a mix of Internet Explorer and Firefox to access the internet. The organisation therefore needed their new onlineHR solution to be compatible across both platforms.

Since Bray Leino employs mainly creative professionals, they also wanted their new solution to appear slick and well designed. Their creative employees had been put off by clunky systems in the past and wanted a customisable interface rather than a standard menu driven layout. Bray Leino also wanted to brand the system using company colours and logos.

As Aimée Seear, project manager, group IT, Bray Leino states "we looked at a number of solutions and settled on ADP's HR solution because it ticked all the boxes: it works on all platforms, offers employee and manager self-service and has an easily customisable user interface."





The outcome

12 months into rolling out ADP's HR solution across the company, Gemma Churchill, HR manager, Bray Leino confirms that it has massively reduced the time her team spend on data input, commenting: "It's a real benefit that everyone can access the solution at any time with data updated and available in real time. It is now a great deal easier to keep accurate and up to date records."

The web-native quality of the solution also makes it easy for employees and managers to find information at the click of the mouse. Employees can now locate all company policy documents and information as they are maintained in one central location.

Aimée comments: "We have been able to customise the user interface and have been really happy with the results. We have a page on our intranet titled "Me", this self-service functionality enables employees to request annual leave, report sickness and update personal information. Managers also have a page displaying up-to-date information about their teams, making them much more in control and accountable for their staff."

Gemma adds: "We can safely say that ADP's HR solution has also allowed the HR team to focus on more value added activities, cutting down significantly on administrative tasks."

Both Gemma and Aimée are impressed with the level of service from the ADP support team. Aimée adds "for system support ADP is one of the best suppliers we work with. We know that if we call ADP someone will get back to us almost immediately."

Gemma, who is less familiar with IT systems adds "I feel confident that if there were any glitches with the HR solution I wouldn't have to try to solve technical problems myself as we trust ADP to address any issues within hours of a call".



The future

The HR team has recently developed a training and development module on ADP's HR solution. Bray Leino hope that the module, known as "The Academy", will help provide greater access to the learning and development opportunities available, allowing employees to view the course catalogue and book courses online.

With such scope for growth and the potential to role out new initiatives, Bray Leino will continue working with ADP in the future.

Aimée concludes "We certainly want to continue working with ADP's HR solution. We have had great feedback on the system from our new starters, in particular- many saying it's the best HR system they have encountered."

