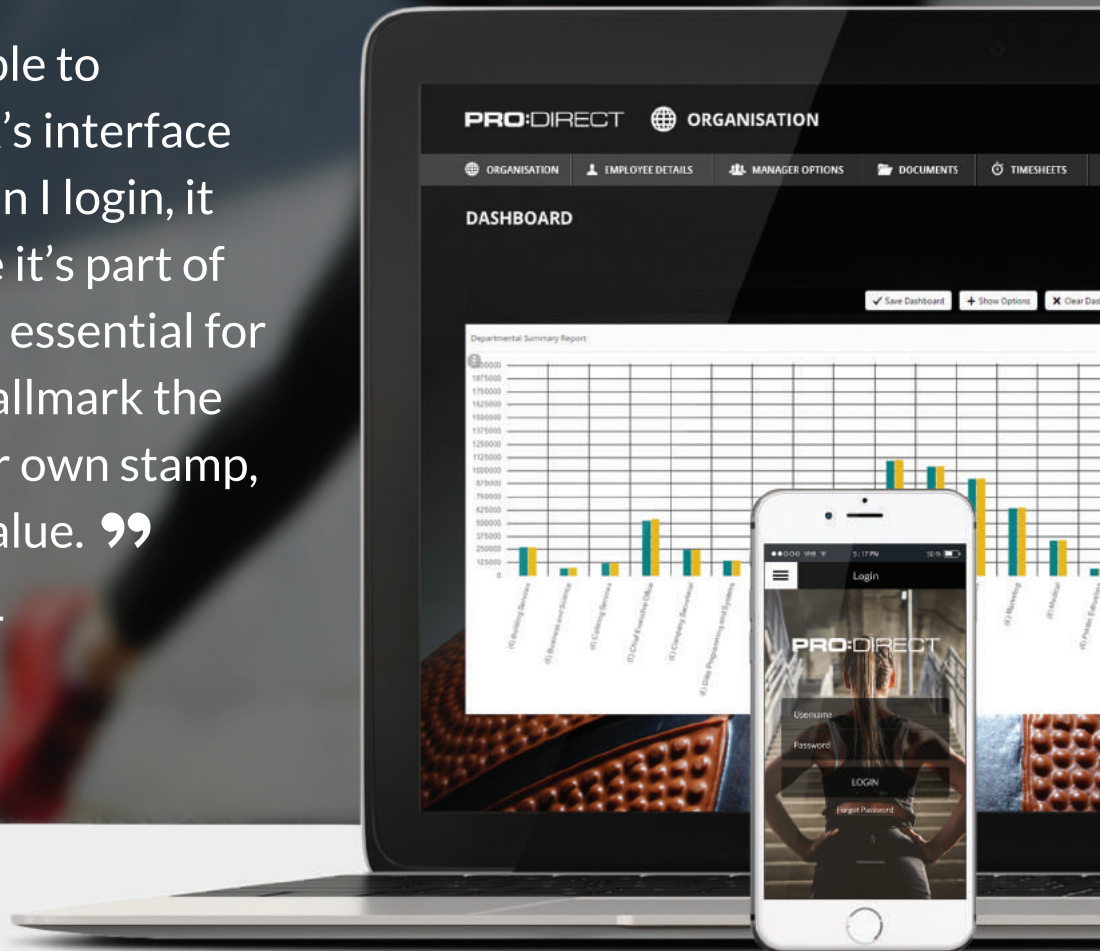


## CUSTOMER SUCCESS STORY

“ We’ve been able to customise CIPHR’s interface ourselves, so when I login, it actually looks like it’s part of Pro:Direct. It was essential for us to be able to hallmark the interface with our own stamp, it offers a lot of value. ”

**PRO:DIRECT**



### ABOUT PRO:DIRECT

Pro:Direct, the world’s largest multi sports retail specialist in e-commerce, were previously managing their employee data through a payroll system which gave the HR team limited functionality. CIPHR appealed to the team because it aligned with their brand and would be able to grow with their business needs.

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- World’s largest multi sports retail specialist in e-commerce
- Implemented CIPHR in 2015 with 220 employees
- Founded in Torquay as a single store in 1981



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## WHAT DID PRO:DIRECT WANT FROM AN HR SYSTEM?

- ➔ Employee self-service to enable staff to enter absence and personal details
- ➔ Reporting functionality to provide people data to the business
- ➔ The ability to manage complex work patterns for employees working shifts
- ➔ Integrated HR and payroll to move away from a reliance on spreadsheets and improve efficiency
- ➔ The option to access the system via a range of mobile devices
- ➔ Onboarding workflow to improve the engagement of new starters

“We needed a system which was able to grow with us. Before CIPHR, we managed all our employee data through a payroll system, which wasn't the HR team's system to own and administer. We had very limited access to that system, we were using hundreds of spreadsheets in various different roles and capacities, which was also not providing staff with a way to access the data. CIPHR appealed to us because it could align with our brand, grow with our business and provided simple, accessible front end support for employees.” **Harry Payne - People Administrator**

## CHOOSING AND IMPLEMENTING AN HR SYSTEM

After reviewing different HR systems, Pro:Direct chose CIPHR due to the support and the flexibility of the system. The implementation began and the team decided to call CIPHR 'People Hub' to make it feel like Pro:Direct's own system and encourage user adoption and engagement.

“The sales process was really good, the support was great as well. The platform was easy to use and it was a very straightforward process. We've been able to customise CIPHR's interface ourselves, so when I log on it actually looks like it's part of ProDirect. It was essential for us to be able to hallmark the interface with our own stamp, it offered a lot of value.” **Jamie Carruthers - Brand Advocate**

“Overall the implementation went really well. We had the support that we needed, rolled out the People Hub and attended training sessions after going live. It was all very flashy and we had internal communications to support it.” **Harry Payne - People Administrator**

## SELF-SERVICE PORTAL – REDUCING HR ADMIN

The HR team wanted self-service functionality so that employees could update their personal details and make holiday and absence requests. This reduction in administration freed up the HR team to focus on other areas of their roles. To encourage employee engagement with People Hub, the team did a phased release, which included focus groups, to ensure it resonated with everyone in the business.

“CIPHR has allowed us to take the driving seat when it comes to controlling personal information and employee data which is great. The self-service functionality allows people to access everything, from their personal details, to history of all their different job changes. It allows them to enter overtime, absence, and request holiday which sends a notification to their manager.

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It gives people a chance to easily deal with all the things that are important to them at work and it benefits the business because we can ensure data accuracy. We have employees who are based in Devon, but will attend shoots or sports events internationally and nationally. The People Hub is great because these employees can enter overtime as soon as they've done it, which is much better than dealing with spreadsheets. I'm confident that if we asked employees about the difference between before and after CIPHR they would probably say "it's a lot easier, I don't have to spend so much time administering old spreadsheets that are shared amongst hundreds of employees, it's a lot simpler and it means I have more time to get on with my daily job." **Harry Payne**  
- People Administrator

In order to get the best possible engagement from employees, Pro:Direct decided to do a phased release so that users could gradually get to grips with the functionality.

## REPORTING – MAKING STRATEGIC DECISIONS PEOPLE DATA

One of the biggest benefits of the CIPHR system for the HR team was the ability to quickly create and tailor reports. This helped to raise the profile of the HR team across the business, as valuable information on their people data could be provided quickly when necessary. The team were also able to respond efficiently to legislation changes including new laws requiring employers to publish their gender pay gap and the rise in the National Living Wage.

"The reporting functionality in CIPHR has allowed us to create tailor made reports. We can now keep up with changes to employment law, gender pay gap reporting and various other internal changes that we've had, such as changes to the holiday year, changes to people's holiday entitlements as the years go on; it's been great.

With the Government's changes to National Living Wage, we had to make sure employees' salaries reflected this. We've been able to capture that data, find out which employees are affected by this and look at what impact that has on our employee. For example we can now see statistics on gender pay gap changes between lower level staff and senior staff. CIPHR has enabled us to add a level of clarity to information that we've never had before and it allows us to transpose that into other areas of the business so that we can provide the senior leadership team with valuable information. We now have the relevant information so we can make strategic business decisions. We've been able to provide other departments with reports and data that they didn't have access to previously. It's made a huge impact because they can be clearer when talking to senior members of staff and decision makers so that the way we operate is slicker. " **Harry Payne - People Administrator**

"Whether we're looking at talent acquisition or engagement metrics it's absolutely essential to be able to have quick, easy, accessible reports. We wanted to refute stigma that HR is just a process of filing and storing paperwork. The enrichment that we get through employee data will help to drive some great transformational changes within the business. It has been really useful for data reporting for us as well." **Jamie Carruthers - Brand Advocate**

## PAYROLL – SAVING TIME BY UP TO 80%

The HR team wanted to move away from their reliance on the comprehensive spreadsheets which they used to manage their payroll information. As the company grew, the system became increasingly inefficient with too much information in different places. They opted to use CIPHR's integration, so that they had one point of data entry.

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"Collating our monthly payroll information has been a godsend. Previously we would have to spend about a week and a half gathering the information using complex spreadsheets but with CIPHR the amount of time has reduced by about eighty per cent, so it's a huge improvement. CIPHR came along at the right time, especially with the paylink integration because it allowed us to automate the process of providing the right information quickly to the payroll team." **Harry Payne - People Administrator**

## **MOBILE VISIBILITY – ACCESSING THE SYSTEM ANYTIME, ANYWHERE**

With the aim to improve efficiency, the team welcomed CIPHR's mobile functionality which enabled employees, including managers and the HR team, to log in to People Hub from mobile devices. Employees were able to use the self-service functionality to book time off, enter absence and change personal details from any location.

"CIPHR's mobile functionality is really easy for me to use. I use CIPHR extensively to check when my team are in and out and to book holiday." **Jamie Carruthers - Brand Advocate**

"It's great that CIPHR is paperless, it's made the whole process a lot smoother. People love that it's compatible with phones and tablets because they can use it from home." **Robyn Agar, HR Admin**

## **CONFIGURING CIPHR TO INCLUDE COMPLEX WORK PATTERNS**

Employees at Pro:Direct had varying work patterns and shifts, the HR team used CIPHR to create and manage these work patterns to ensure they had accurate visibility.

"We have a lot of different job titles at ProDirect, approaching about 200. We have multiple kinds of work patterns, the warehouse is open 6am until 10pm with multiple different shifts, it's great being able to make sure everyone's on the right one. Previously we never had anything that has enabled us to manage work patterns, CIPHR has been brilliant and it is now so much easier to manage them." **Robyn Agar, HR Admin**

## **AUTOMATING HR – ENSURING DATA INTEGRITY AND SAVING THE HR TEAM TIME**

CIPHR enabled the HR team to improve workflow by automating tasks including sending new starters log in credentials and notifying the appropriate employees of a leaver.

"CIPHR has allowed us to interface with the IT team, based on the information that we input into CIPHR. When we have a new starter or a leaver, it connects to our Microsoft information, so it will automatically set up their e-mail address, which has been great. It's just allowed that transparency between departments to be improved.

We've already started to use the auto tasks which have been really good. We now get e-mails at the right time which is a great prompt and it just leads to better efficiency ultimately." **Harry Payne - People Administrator**

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## ONBOARDING – GETTING NEW STARTERS ENGAGED

The HR team wanted to ensure that new starters were engaged and had an understanding of their organisation's culture as soon as they were hired. CIPHR's onboarding hub gave them access to information about the history of Pro:Direct, building layouts and policies.

"Being able to have a platform that can help celebrate our company's heritage and create a better onboarding experience is great." **Jamie Carruthers - Brand Advocate**

"It gives new employees a chance to see a bit about the company, learn what they're coming into, what they need to know and the do's and don'ts as well." **Robyn Agar, HR Admin**

## CIPHR'S TRAINING SESSIONS – HITTING THE GROUND RUNNING

"We've had a lot of training so we could try and hit the ground running. The Trainer was great, he talked us through the functionality of the system and how we could maximise the benefits. The Trainer's knowledge of the system was really impressive, he could answer any query I had. The training was very structured, laid out really well, the facilities in Marlow are great probably one of the best that I've been to in the last twelve years of different jobs." **Harry Payne - People Administrator**

"A Trainer also came to visit us on site which was brilliant. I was completely new to CIPHR so the Trainer ran through the basics. The training in Marlow was also brilliant because you get to share the experience with other HR professionals who are using CIPHR, so you get to talk about best practice which is brilliant." **Robyn Agar, HR Admin**

## PROMPT SUPPORT – ACHIEVING HR OBJECTIVES

"The support we have received has been great and really personalised. I feel that we can talk to CIPHR and they can liaise with our IT team to achieve the things that we want the system to do and how it talks to the rest of the business." **Harry Payne - People Administrator**

During and after implementing CIPHR Pro:Direct contacted the Service Desk with any queries on the system. The team were on hand to answer these questions efficiently and gave the HR team advice on using CIPHR.

"The Service Desk has been absolutely outstanding throughout. CIPHR's Service Desk would definitely be in the great category, they're prompt, they provide us with the answers that we need and they're friendly as well. It's great, they are a really good team. I feel now that we have certainly got a very good knowledge of the system and how it works." **Harry Payne - People Administrator**

Pro:Direct were assigned a dedicated Account Manager to act as first point of contact with any communication with CIPHR.

"The account management has been really good as well. Any question that I've had have been answered, any information that I needed has been given, any support that we require has been offered, we are really, really pleased with the support that we've had." **Harry Payne - People Administrator**

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## THE IMPACT OF CIPHR – ENABLING HR TO BE A STRATEGIC PARTNER

“Now we can focus on improving processes and we are a lot more proactive since CIPHR was implemented. It’s given us the time that we needed to focus on areas that HR teams should be concentrating on. On an annual basis CIPHR is saving us a huge amount of time and a huge amount of spend. It has allowed us to streamline HR processes and has made us a lot happier because we know that we’re spending our time on things that are important to the core functionality of our role.

The transparency of the data is great. We can see everything that we need to see with regards to holiday requests, absence, overtime, and people’s personal details. We get notified immediately when details change so that we can inform other departments such as IT and payroll. It allows us to be a lot more on the ball with making sure that our data is as accurate as possible. We have a lot more visibility on absence and it’s just made our lives a lot easier.” **Harry Payne - People Administrator**

“It’s brilliant. Compared to what we were using before it’s a complete revelation. It’s easy to use, reporting is great and gives us more time to focus on our role.” **Robyn Agar, HR Admin**

## FUTURE PLANS WITH CIPHR

“We plan to start using the mail merge function and mail designer in order to create documents that we need to send out externally through CIPHR. On a larger scale we would like to focus on onboarding. We feel that we can certainly maximise onboarding and offboarding to a higher level. We want to encourage a sense of excitement when new starters join the team and convey that in our onboarding. Similarly with offboarding we would like to make sure that we are capturing the data of those people who have shown loyalty and spent time with the company to make sure that we can improve for present and future staff.” **Harry Payne - People Administrator**

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