



CROWN

Inspired Workforce Management®

Crown for Services

The specialist solution for streamlining your workforce, reducing admin, simplifying rostering and increasing your bottom line.



Managing the challenges of a complex workforce environment

Your success revolves around making a complex workforce environment simple, efficient and cost-effective. Multiple shifts, multiple sites, multiple activities, complex rule sets and remote workers can all create inefficiency and sub-optimal performance that affects your ability to meet your customers' expectations and damages your bottom line.

The right people with the right skills: Our system helps you to assign the right people with the right skills to the right tasks at the right time. This creates a precision workforce, fit for purpose and lean.

Control of costs: By employing the right people at the right time, you strictly control your costs. You cut overtime, administration time and absence. You see the cost of your workforce 'live' rather than six weeks later, as you might when using traditional spreadsheets. You always know exactly where you are.

Safety and compliance: Different roles require different qualifications and skills. Crown ensures staff are correctly assigned, so you are not at risk of non-compliance or accusations of lacking due diligence.

Empowered managers: The immediate availability of comprehensive Time & Attendance data empowers line managers to really take responsibility for their teams, leading to greater precision, confidence and accountability.

Integration: Often a very real fear for service companies taking on a new workforce management system, with Crown all those worries are taken away. Our system integrates perfectly with a whole range of other software across Payroll, HR and ERP. You'll be amazed how straightforward it is, not least because we have a Department in our company solely dedicated to ensuring smooth integrations.

Be honest...

How much of your workforce management is speculation, approximation - even guesswork?

Do you really know how much your current approach costs your business?

Which of these two scenarios is most familiar?

Scenario 1

The social media team for a company operating in the roadside assistance market starts making urgent calls through to the operations team.

Twitter and Facebook are alight with complaints about people being left at the roadside for hours, including women and children.

The operations team already know what a nightmare the situation is because they are getting angry calls too. Jill, the manager that day has just discovered that two other managers have been approving holidays without checking the right paperwork; and with 20 mechanics also calling in sick, there are now not enough vans out on the road.

Vans are now being diverted to the most urgent calls, meaning the mechanics are out of their patches, running up overtime and sometimes being sent to jobs for which they are not qualified. Jill is now frantically calling in replacements, not knowing how much this will cost the company, how long it has been since their last shift (which affects how long they can drive for) and what their skill levels are. She can feel her phone buzzing in her pocket non-stop, and is dreading the fall-out from all this.

Scenario 2

The social media team call the manager in charge of the operations team today. 'Look on Twitter' they say.

The screen is filled with grateful customers who have been sent on their way or taken home within minutes of calling the company.

The manager, Jill, has had all the mechanics' shifts planned for months. She was able to cover all holiday requests that came in good time and turned down a number at short notice because she could see there were no suitable replacement mechanics. Jill also located the vans strategically, including near a local event that always creates more work for a few hours after it ends each year.

All staff work to their hours with no breaking of the strict rules over time on the road, and with no overtime. This was all possible because the Crown system worked it all out for the managers, taking all rules and regulations, contracts, pay, experience, qualifications and holidays into account. Jill also noticed that a few employees have a pattern of absence on the same day each week, so she lined up replacements and contacted the absent employees for an urgent meeting.

This all meant the day kept to budget, publicity was fantastic and there would be a spike in membership over the next few days.

Crown at a glance

- Crown does difficult well: we are renowned for solving complex workforce issues.
- Crown is trusted by customers, who are loyal to us because of the service they receive.
- Crown has been transforming businesses through workforce management for 30 years, with over 400,000 people using a Crown workforce management system every day.
- We pride ourselves on knowing our customers well, fostering excellent individual relationships and retaining outstanding agility to ensure we can always meet customers' needs.
- Crown's products and services are created with ease-of-use in mind but also to give maximum commercial advantage to our customers.
- Crown puts control and visibility at your fingertips.
- We operate with openness, honesty and transparency and a genuine commitment to partnership.

Inspired Workforce Management

Crown's workforce management transforms your whole business. It gives staff across the business tools to do their job better, with better information, more precision and great agility. Below we look at just one example of how this might work in practice across an organisation.

Rachel, the Operations Director of a large charity, is in another meeting with the charity's Fundraising Director and Marketing Director. They are having great success at the moment: a well-executed new marketing strategy has seen the organisation winning a raft of new contracts, while the Fundraising team have signed off a number of new corporate partnerships that have been years in the making. Everything seems set for expansion.

But Rachel says the company simply cannot expand. With a mix of office, remote and home workers, employed and self-employed, dozens of different contracts, a high absenteeism rate, the administration of this highly complex situation is becoming impossible. The organisation relies on paper timesheets filled in by employees (including remote workers) and signed off by a manager. The manager often corrects the timesheets before sending them on to Payroll. Payroll sometimes call the managers to clarify the illegible timesheets and corrections but the volume has become so high they usually just take a guess. Employees then receive the wrong amount and complain, then the whole process begins again. On top of this, different regions have different systems and layouts for their timesheets and contracts.

Employees are becoming demotivated, the charity is haemorrhaging money to admin and the whole system is grinding to a halt. The services they are delivering are teetering on the brink of disaster.

It could have all been so different for everyone...

If Rachel's charity had been using Crown Workforce Management, there would be no more paper timesheets, no unreadable scrawls and corrections, no scanning and emailing or posting, no need for Payroll to decipher the mess, and no employees challenging their pay.

This is because the employees' hours are captured by the Crown system, which immediately raises any discrepancies with them for correction. Approval by the manager is therefore quick and simple and the information is passed on to Payroll who pay the right amount according to the pay level, contracts, hours and overtime allowance. This is all worked out by the Crown system and ensures all pay is right first time every time.

Staff are happy that their wages are being paid accurately and on time; absence has been tracked, dealt with and has dropped; admin costs are a fraction of what they were; and the efficiency of the workforce is unrecognisable.

Rachel can now add another 35% to the charity's workload without compromising its service so is able to embrace the opportunity to expand.

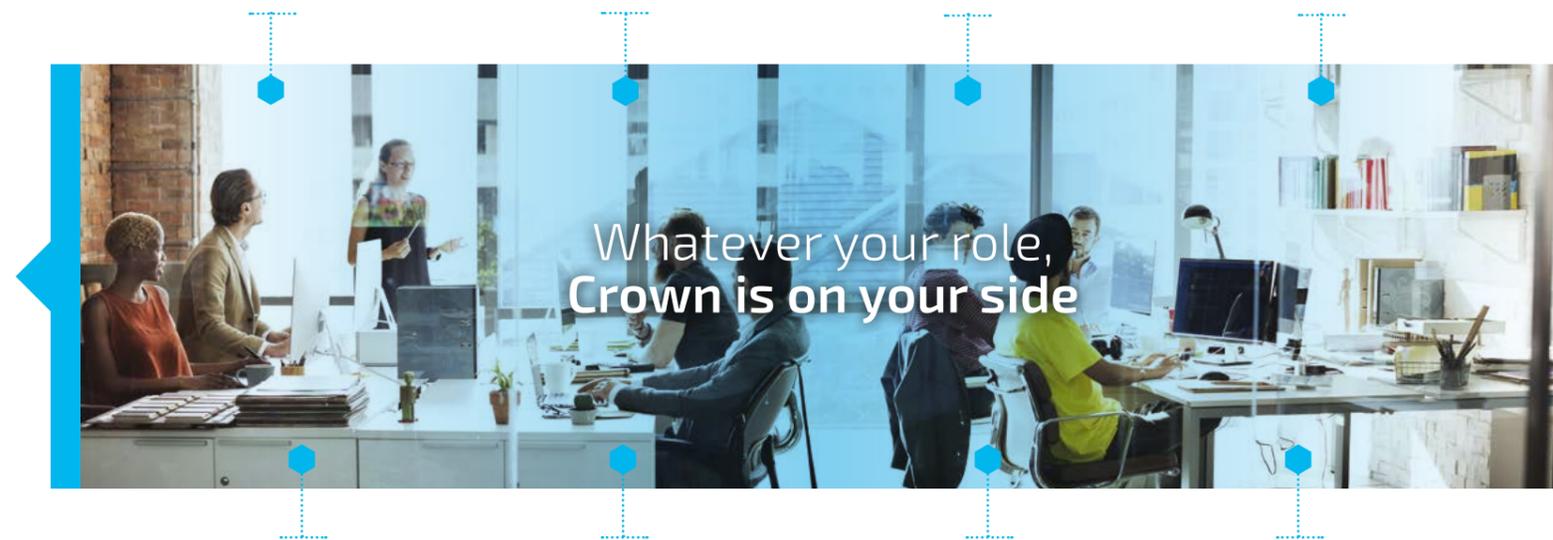
But it isn't just Operations Director Rachel whose job is transformed.

The **Regional Manager** can see all her employees' rotas, availability, holiday, attendance, absence etc at all times; this visibility and clarity mean she knows there are no nasty surprises in terms of performance or budget, and all shifts will be properly staffed with people qualified at the right level. Her staff performance reviews are enhanced by having all the relevant information immediately to hand.

The **HR team** enjoy a much lower staff churn and far fewer grievances. They aren't troubled by Regional Managers asking for qualification and certification information because they have it all in front of them at the touch of a button. Employee absences are smoothly dealt with by managers according to company protocol. The HR team are now able to concentrate on strategic activities, rather than unnecessary administration.

The **Payroll department** breathe a sigh of relief as the Crown system simplifies their task enormously and they no longer have to try and work out who did what, in what role and at what rate, if it was overtime, if they turned up and so on. They don't have to try and interpret handwritten, and edited, timesheets and don't have to field angry calls from disgruntled employees. Payment is now right first time, every time and works like clockwork.

The **care workers** in regions around the country now know well in advance when they are working, where and at what wage; they also know that their arrival, departure and breaks are monitored so absenteeism has dropped massively. By using self-service, they are able to request holidays and notify absences via their phones.



The **IT department** stop tearing their hair out as numerous managers seek different IT solutions to the workforce management conundrum. Instead, the team works with Crown to introduce the system and ensure it integrates with all other existing business and finance applications. The ROI is obvious thanks to lower in-house IT costs and greater business efficiency.

The **Fundraising Director** can build the important new corporate relationships that will secure increased funding for years to come, confident that the charity will be able to deliver at a demonstrably improved level, which will, in turn, reflect well on the new corporate partners.

The **Marketing Director** can continue to deliver new opportunities, no longer frustrated by the charity having to pull out of potential contracts, risking their reputation, future and their clients' wellbeing.

The **Financial Director** doesn't have to keep checking in with Rachel because she can see it all in front of her whenever she needs to. Taking up-to-the-minute information to the Board is now simple and unerringly accurate, and using the big data available from the system gives her an unprecedented overview of workforce patterns in the company. She can see the effect of reduced absenteeism and reduced overtime, as well as increased payroll accuracy and dramatically reduced administration costs across the company.

The **Chief Executive** is no longer concerned about the charity haemorrhaging supporters' money and new contracts being turned down. He has been able to switch from crisis mode and is now free to think creatively and strategically about the business. The detail provided by the big data from Crown is invaluable in helping him form his strategy for the coming years.

Client Testimonial:

GRUNDON WASTE MANAGEMENT

Grundon Waste Management Ltd had been using a Time & Attendance system developed in-house but with a growing workforce of drivers and crew, tightening working time regulations and varying shift patterns, they needed a new solution. Crown's system provided a flexible, configurable, future-proof system that kept track of a very mobile workforce and interfaced directly with the company's payroll system.

An outstanding Time & Attendance system is business-critical as Grundon's fleet of vehicles operates around the clock and it is imperative that the 450 drivers, crew and recycling operatives - working a wide variety of shift patterns -and the vehicles are always in the right place at the right time and that they always fulfil contractual obligations to customers.

Grundon's HR Advisor, Lorraine Millburn, said that implementing the Crown system went smoothly: "The system's really straightforward and lots of the feedback we've had from our managers is that they really like the user-friendliness of it. It has taken away a lot of the manual intervention because before everything was submitted on paper timesheets, then entered manually into a spreadsheet, then entered manually into the payroll system,

so there was lots of potential for mistakes. A lot of time was spent on additional checking to avoid potential errors. One of the things we like about the system is that everything is so configurable."

Absence management uses Bradford Factor scoring, and other refinements include probationary period interview reminders and retirement reminders.

The implementation is making a major difference to the administration of employees' hours and if Lorraine and her colleagues run into challenges, she says: "Crown are really good to work with: their helpdesk is helpful and responds quickly to queries."

Client Testimonial:

TRAILFINDERS

"Crown's Time & Attendance works very well: it's rock solid."

"I don't recall a day where it hasn't worked - which is vital. We used it to really drive home some disciplines and to ensure people were taking their leave and using it properly. One of the most important benefits is that we've been able to reinvigorate managers to sell at a local level, to respond to all the customer care issues - the things that give us that extra edge."

"The relationship from the very start has always been an easy and cooperative one."

Russell McHardy, Operations Director, Trailfinders



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