



PART OF OUR HR CONNECTED SERIES

The Commercially Connected Business

How the right HR and payroll solutions deliver clear ROI for SMEs

IRIS. Look forward



SECTION ONE

Get commercially connected: drive better performance

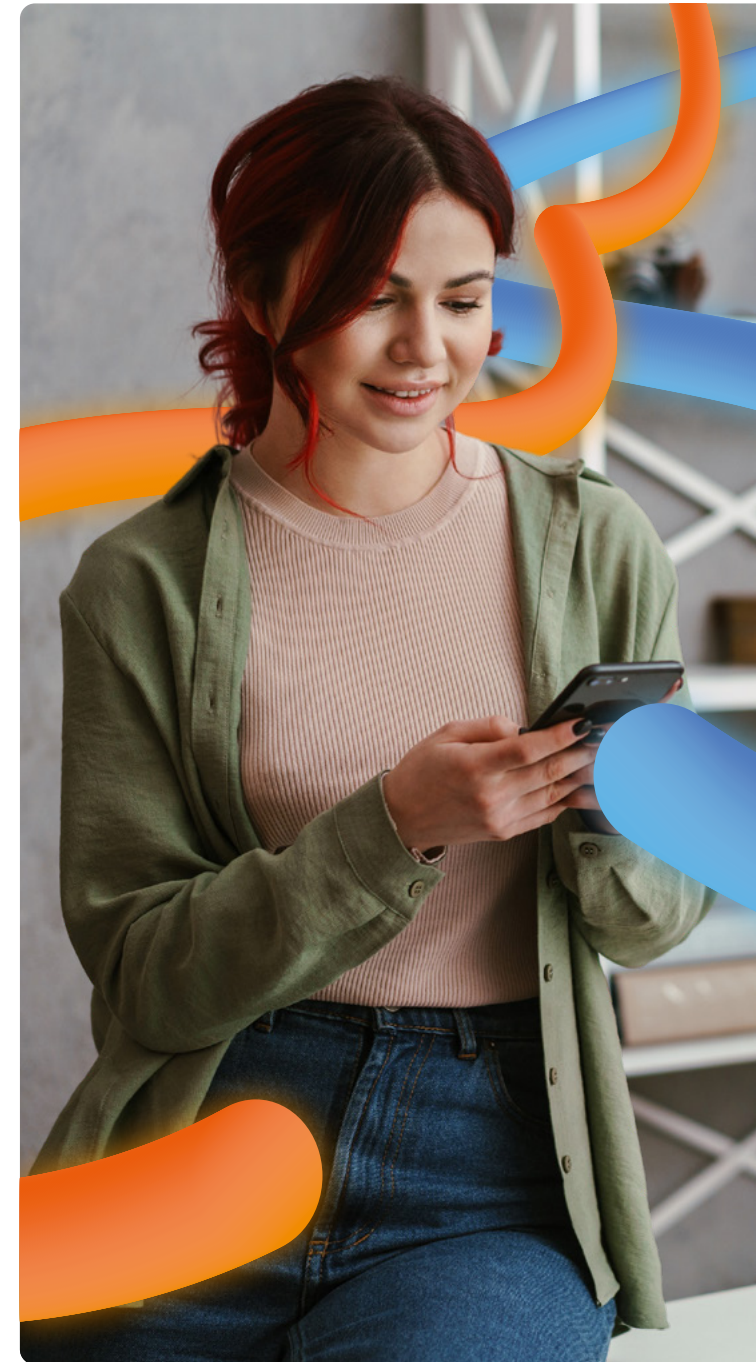
What is commercial connection?

Every business demands a clear connection between HR systems, business goals and return on investment. But when investment in HR is neglected, the department can fall behind the rest of the organisation, creating commercial disconnect and failing to achieve business goals.

In small to mid-sized businesses, this disconnect often looks like an underestimation of the value that HR can bring to an organisation.

Business leaders might view new HR solutions as an unnecessary cost or time-draw, without realising what a good HR team can do. Or they might fail to realise the efficiency savings that automation can bring – the high cost of doing things manually, such as payroll, can have a big impact on the bottom line.

Commercial disconnect often leads to lower employee morale, engagement and performance. Crucially, under-investing in HR means they won't have time to do the things that add real value to the business, such as helping make it a great place to work and ultimately boosting performance and morale.



Sound familiar?

It's getting harder to make these commercial connections.

- The last two years have been intense for small to mid-sized businesses. Many have faced steep drops in revenue, the need to furlough staff, and a slow, difficult climb back to normality.
- Others have faced exponential growth in demand, but have struggled to find the funds and resource to meet it. Meanwhile, the increased pace of digital acceleration has hit everyone. Rarely has so much changed in so short a time.

Against this challenging backdrop, the need to focus on people and HR has grown. An increasingly remote, global workforce has more options than ever when it comes to where and how they work. So how can SMEs make sure employees feel invested in and enable their HR operations to drive real value, while also protecting the bottom line?



So read on if...

- You're a business owner, director or manager with payroll and HR responsibilities
- You'd like to protect or improve the commercial performance of your business
- You'd like to understand how taking the non-strategic legwork out of HR and payroll as you grow your business can have a positive impact on the bottom line

SECTION TWO

Why is HR at the heart of operational connectedness?

Between focusing on ROI for the here and now, and looking to long-term cost savings, the right HR solution can help preserve cash. Plus, it can free up employees' precious time to focus on what matters most: people.

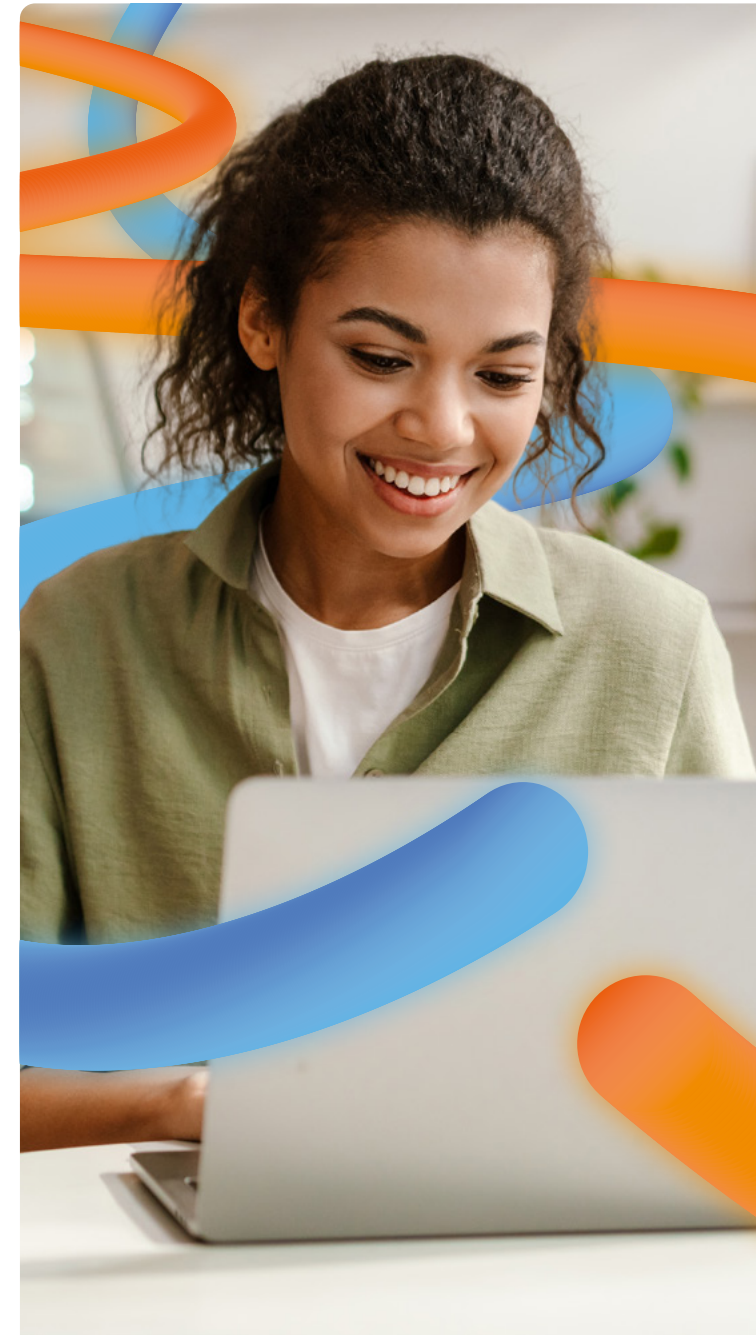
The difference HR can make:

- Developing recruitment processes and a workplace culture that attracts and nurtures the best candidates, allowing for quick and seamless hiring
- Fast onboarding that gets new hires up to speed and contributing sooner
- Self-service HR portals that simplify documentation, save time, and cut queries
- Performance reporting that boosts engagement, satisfaction, and productivity
- Apps for effective absence management, timekeeping, and shift scheduling
- Seamless dataflow between HR and payroll, eliminating payslip errors and saving time

- Communications, tools and support to help employees understand and adapt to new working patterns
- Clear and confident guidance on any new rules, policies and processes that apply to your business

A tech-enabled HR function can deliver commercial connectedness while staying on top of compliance, employment law and data protection regulation. HR software is a smart place to start, automating the day-to-day and freeing up staff to make a difference.

Let's look next at what happens in small to mid-sized businesses that lack commercial connectedness – and how HR software can help.



SECTION THREE

Operational DIS-connect: 6 danger zones

1 Losing people

The challenge:

There's a reason that high turnover is bad for business: losing staff is costly. You've spent time and money getting them up to speed, and each time someone leaves, that knowledge walks out the door. Recruitment to replace them is expensive and often disruptive.

The solution:

Focus on the commercial impact of providing a long-term, rewarding career and a great place to work. Enable your HR team to focus on developing policies to create great careers, strong engagement, and a good working culture. Plus watch your retention rate, and savings, grow.

2 Missing HR's value

The challenge:

It's easy to see HR as nothing but a cost. Especially for fast-growth small businesses with a lot on their plates, basic HR processes are often viewed as costly necessities that should be minimised.

The solution:

Shifting this mindset to one that understands the value HR can drive could be transformational for a business. A well-funded HR function means higher productivity, lower employee turnover, better data-driven decision making, and more efficient processes with fewer costly mistakes.



3 The cost of not automating

The challenge:

Completing everyday tasks such as payroll manually might feel like the easiest option. But it is time consuming, costly, and can lead to mistakes. Plus, while it's a core part of a businesses operations, getting payroll done won't make your business stand out in a crowded market, find you new sources of revenue, or recruit brilliant new staff to take your business to the next level.

The solution:

A managed payroll solution is one option worth exploring, getting basic tasks off your plate. Or an integrated HR payroll system merges both activities into one platform – meaning you can say goodbye to disconnected HR systems. Both options also reduce the likelihood of mistakes, save money in the long run, and free up precious hours in the day.

4 Lower morale and performance

The challenge:

Failing to invest in HR means it cannot do its job properly. Instead of working to create a strong culture that motivates staff, the HR team spend their time on keeping the lights on and the business running. Over the long term, culture, morale and ultimately performance will suffer.

The solution:

Freeing HR staff to focus on value-adding activities means staff will be better engaged and more productive, impacting the performance of the entire business.



5 Systems that don't scale with you

The challenge:

Smaller companies often grow extremely quickly; old, clunky legacy technology can hold them back.

The solution:

SMEs should focus on investing in a one-stop-shop scalable HR software package that will flex and grow with the business. Not only will this make operations much smoother, it will avoid the need to fork out more cash for new tech after every growth period.

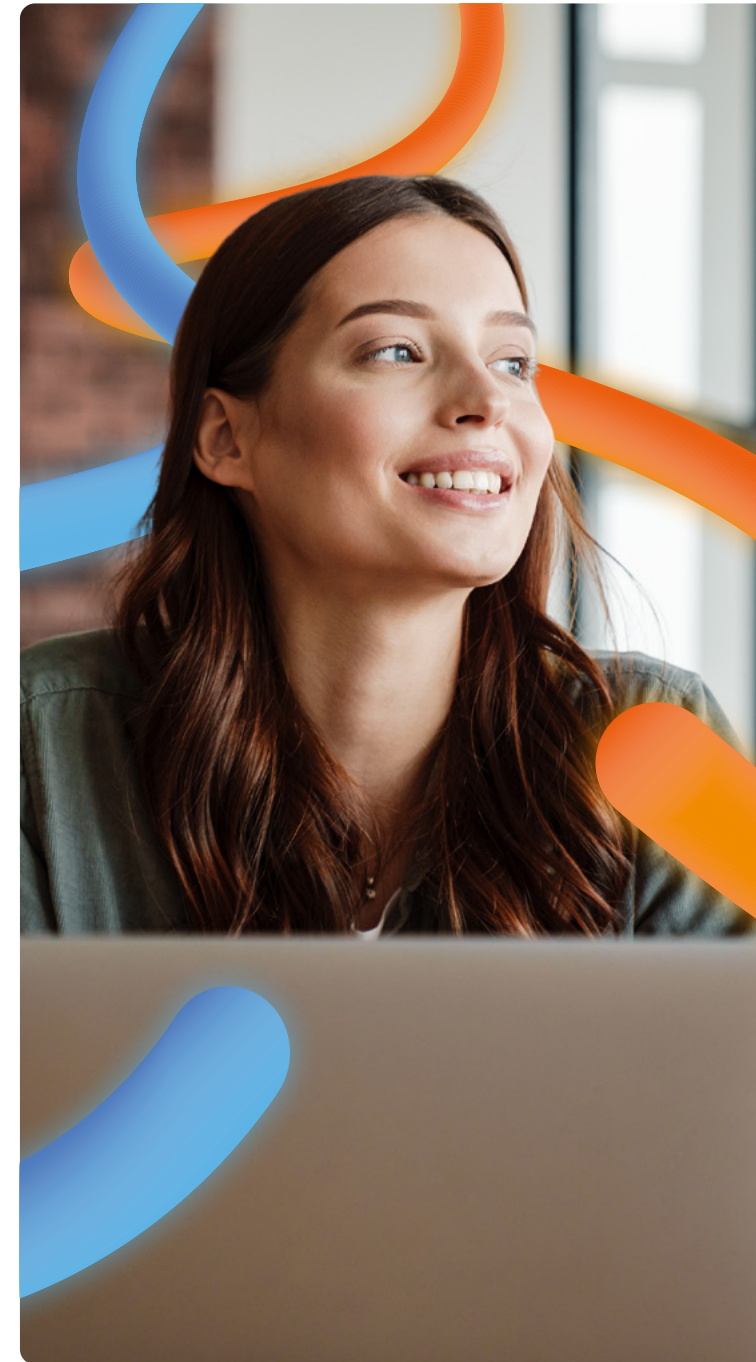
6 Failing to make the most of data

The challenge:

Even in smaller companies, whoever's responsible for HR can get a lot from data. Without the ability to use their data, SMEs miss out on crucial information that could lead to better decision making and more efficient reporting.

The solution:

Using the right technology to collect relevant data is a great investment. It helps with the creation of essential reports, improves knowledge, and informs decision making. All of which leads to stronger culture, efficiency and performance.



SECTION FOUR

The business case for becoming commercially connected

We've outlined five major areas for commercial disconnect, but there are more. Commercial KPIs such as productivity or staff turnover will suffer if these gaps are not filled, and ultimately, failing to invest in HR will harm the business. If you're looking at HR software or payroll solutions, these numbers will form the bedrock for your business case.



SECTION FIVE

What next?

If you're trying to build a business case for investment in connected HR or payroll solutions, there are three pillars to consider: Emotional, Operational and Commercial. To complete the picture, download the other eBooks in this series:

- > **The Emotionally Connected Business – how cloud-based HR & payroll software boosts efficiency and productivity without disruption**
- > **The Operationally Connected Business – how cloud-based HR & payroll software boosts efficiency and productivity without disruption**



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