

CASE STUDY

CRU boosts efficiency  
and increases  
workforce visibility



Sage allows CRU’s HR team to get accurate people insights instantly, find essential information easily, and build employee engagement across the globe with better experiences across their entire workforce.

**The background**

CRU has 260+ employees and is an independent authority offering business intelligence on the global metals, mining and fertilizers industries through market analysis, price assessments, consultancy and events. Founded nearly 50 years ago, CRU is a market leader with a proud history and ambitious plans for the future.

CRU has offices around the world: in the Americas, Europe, China, Asia and also Australia. As a growing company, they’re constantly looking for new talent to add to their existing workforce. “At CRU our people are why our business succeeds. We focus on attracting the best talent and retaining that talent within the business,” Eleanor Simmons, HR Business Partner at CRU explains.

CRU was ready to embrace its people data and build tailored and personalized communications for its employees, no matter where they were located and knew it needed a single, scalable and flexible HR and People System to support all its employees around the world.

Company

**CRU**

Location

**London, United Kingdom**

Industry

**Market Intelligence and Analysis**

System

**Sage Business Cloud People**

For more info, visit:

[www.sage.com/en-us/cp/people](http://www.sage.com/en-us/cp/people)

### **The challenge**

Back in 2016, CRU was using an HR system that made it difficult to run reports and pull the employee information they needed from the system. They ended up resorting to spreadsheets for admin and reporting. Not just one spreadsheet, but multiple spreadsheets across multiple teams, offices and locations - which became unruly and time-consuming to manage, not to mention the resulting inaccuracies and costs. Key challenges included: Manual, time-consuming; HR processes (spreadsheets); Lack of visibility across global locations; Inaccurate and out-of-date information. "When we were looking for a new HR system, we looked at a few different providers. One vendor was not quite what we were looking for in terms of having the flexibility to reach all of our global employees. The other vendor was quite expensive and also had long implementation times. We wanted something that was more flexible for us, which we could get up and running quickly," said Eleanor.

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*Eleanor Simmons, HR Business Partner, CRU*

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### **The solution**

In 2017, CRU went live with Sage Business Cloud People. The HR team at CRU was committed to its implementation project with Sage and during the process, team members dedicated their time to really learn the system. "The implementation with Sage was a really good experience. We went live within just 10 weeks," explains Eleanor. "We worked with the Sage implementation team to learn the system and that's really helped us to understand what we were building, and what we could build upon in the future."

Through the self-service features of the People System, the paperwork involved with basic HR processes has been eliminated. Employees can request vacation time, update key personal information, make HR requests and more from one online portal. The experience for employees has improved and it has also freed up the time spent on inefficiencies, so Eleanor and the team can focus on their people and engagement.

"It's been really great to see the self-service aspect used widely across the business. It's really easy for all of our employees to access the system to book time off, change personal details and access important information at any time," she adds.

Visibility and accurate employee information was a big driver for CRU, and the team has seen a huge improvement. Eleanor explains: "Sage has helped us with the visibility of our employee data and it's created one-source of the truth. We're confident that our data is up-to-date and accurate, it's easy to change, and we can easily create reports for management when needed. Sage has helped to improve productivity across the business and particularly within the HR team."

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*Eleanor Simmons, HR Business Partner, CRU*

## **Sage Business Cloud People**

A modern cloud HR and People system that enables fast-growing, multinational organizations to manage and engage their workforce. Built on the Salesforce App Cloud, the world's leading enterprise cloud platform, People is fast to implement and easy to use, while offering highly flexible, scalable and comprehensive capabilities across the entire employment journey.

CRU has a continual cycle of performance reviews. "We work using a continuous feedback approach and Sage has really helped us to embed that across the business," Eleanor adds. "We can use the continuous feedback feature, so managers and employees keep track of conversations and it's really helped them in their communication."

CRU has used the system to provide a tailored experience for every one of their employees. The self-service portal is branded to reflect the modern style and culture of the company, while the information served up is personalized for different groups of people.

Eleanor adds, "Another great feature of the system is the internal communications. We use them a lot on the user end of the system and that can really target the communications at the audience that we want to reach."

"Before we had lots of information on our system that wasn't relevant to certain areas of the business, but now we can really target our information so that employees are only seeing the information that they need." By using Sage Business Cloud People, CRU has improved the overall visibility of its global workforce and provided more tailored and engaging experiences for its people, thereby improving efficiency, productivity and engagement across the board.

Eleanor says "Since implementing Sage Business Cloud People we've changed the way we work as we've streamlined our HR processes. It's really helped us to gain better visibility of our employees across all of our offices." She adds, "The management team at CRU is really, really pleased with the system. They can go in, they can look at their employees, they can see data and information really clearly. Our CEO likes the fact he can go in and see a total employee number across the business with a few clicks."

## **What's next**

CRU has big growth aspirations and is opening another office in Asia in 2018, so it will have more employees using the system. "Sage definitely makes it easier for us to grow," says Eleanor. "We're looking at opening a new office in Asia and it is really going to help us contact those employees, help with communications, and build our company culture in the new offices out there."

"Sage is growing with us; we've added to the system as we go. It being so flexible is a big bonus. We've implemented the recruit module and we're currently working on the onboarding and performance features. We're always looking at ways to use the system to see where we can add value to our employees and ultimately the business."



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