

Success Story

Domino boosts its people strategy with Sage People

Domino gains full workforce visibility with Sage People



Domino Printing Sciences (Domino) is a UK-based, global developer of coding, marking and printing technologies designed to meet international compliance and productivity requirements dictated by manufacturers. They moved to Sage People to manage their growing global workforce.

The company became a global leader in the development and manufacture of innovative inkjet, laser, print and apply, and thermal transfer printing technologies. Domino's products are used to create barcodes and unique traceability codes for products and packaging, and are backed up by advanced services and expertise. Domino has received six Queen's Awards for its technology. In recent years, Domino has become a leader in digital printing, at the forefront of the industry transformation.

Acquired by Brother Industries in 2015, today the company operates in 120 countries, with manufacturing facilities in the UK, US, China, Germany, India, Sweden and Switzerland.

Key outcomes

- Single source of truth for people data
- HR admin reduced by 25%-30%
- Improved employee engagement
- Better workforce and performance visibility
- Easier onboarding and recruitment
- Helped HR leaders focus on making Domino a great place to work

Sage

Company
Domino Printing Sciences

Location
United Kingdom

Industry
Technology

Sage Products
Sage People



About Domino Printing Sciences

Founded in 1978, the company developed a prototype for a new type of printer technology—continuous inkjet—and by 1984 had shipped its 1,000th printer.



The challenge

With almost 3,000 employees, collating, storing and updating the company's employee data was proving a headache. "There was no company-wide HR system. The HR Director would spend time contacting every office to ask for the latest employee headcount figures, salary changes, or absence reports," explains Brian Harris, HRIS Project Manager for Domino. The data wasn't standardised as every country had their own format and process for recording information.

"It was a thankless task for the HR former Director to collect the data she needed, and eventually she decided we needed to invest in a proper HR system," explains Brian. The key requirements Domino had for a dedicated HR solution were to have more efficient HR processes; a strong degree of automation; employee interaction and engagement; and everything stored securely in one place.

The solution—Just the first steps

Meeting the key requirements above and aligning to Domino's needs, Sage People, a global cloud HR and people system from Sage, was chosen as the perfect solution to meet the businesses' needs—and more. Brian was brought in to be the dedicated project manager for implementing the new software. With no company-wide HR system ever used, all of the regions were managing their people data in their own way, using a range of different tools.

"I needed to get us to a point where the group HR team could access all of the employee data and run a simple headcount report. That would be our first milestone," says Brian.

Phased approach

"We needed a phased approach and Sage People was very flexible and amenable with our plan," says Brian.

Built and hosted on the Salesforce platform, Sage People is highly configurable—without the need for coding. As a result, Domino was able to; tailor the system to reflect its organisation structure, set up workflows and automated notifications, and record specific data.

"This gave us ownership of the system from the off, and meant we weren't always reliant on the Sage People consultants to make changes for us—they were there as and when we needed their help," adds Brian.



Organisation charts allow Domino to quickly and easily search for any employee globally.

Improved workforce visibility

Brian worked diligently with various HR managers globally to obtain the relevant data. Combining all the information held in various systems into one, meaning Domino now had one single secure, cloud-based truth.

Domino now has accurate, reliable people data in one place that it can use to create powerful reports based on real-time information.

“The current HR Director, Chris Webb, can run a full headcount report directly out of the system with just a couple of clicks. Previously this took Chris’s predecessor days to compile, having to approach several HR managers across the group and wait for latest figures.”

Domino has also gained full visibility of its global workforce, giving it the ability to collate people data such as demographics, attrition rates, performance ratings and talent pipeline metrics. The dynamic organisation chart function means it’s easy to search for and find any employee.

“The organisation chart enables us to easily see who does what, who reports to whom, and if we update anyone’s role or reporting lines, the organisation chart is automatically updated. Which is a lot quicker than having to update a company organisation chart on a PowerPoint slide.”

Chris Webb, Group HR Director at Domino, adds: “We are now able to analyse our employee base, in various ways, to build data-driven strategies. We can also track progression, globally.

Greater employee experience

Another plus has been the recognition feature within the software, which enables employees to send instant praise or positive feedback to each other.

“Our CEO has been using the recognition tool every month to recognise and acknowledge individual members of staff for good work,” says Brian.

“The tool can be aligned to company values, so he has been able to send a ‘thank you’ to team-members. He loves it, and it has also encouraged the rest of the executive team to follow suit,” adds Brian. To date, Domino reports over 700 individual messages of recognition have been sent through the software, which equates to over 20% of the entire workforce.

“Considering we have only just rolled it out in some countries, this is a healthy usage statistic,” adds Brian.



Domino has streamlined processes with Sage People, freeing up time to focus on making the company a great place to work.

Efficient HR processes

Implementing Sage People has also streamlined processes and improved ways of working for the company's HR teams. "HR admin has been massively reduced; there's less manual inputting, fewer paper forms, less chasing via email. How we operated before was just so archaic; Sage People has freed up HR's time by automating a lot of the admin processes," says Brian. "I would estimate HR admin has been reduced by somewhere between 25-30%, but having standard processes will now help us further simplify," says Chris.

Chris elaborates further, claiming that it has enabled HR to focus on "Engagement, leadership, talent and performance—key to making Domino a great place to work". Onboarding new employees has also become a smoother and quicker process. "The employee lifecycle is fully automated now. From joining, through to probation, appraisals, and the exit process – everything is handled by the software. Previously it was done via forms and emails and took much longer."

Improved employee engagement

Sage People has allowed Domino to move away from having an annual employee survey completed by a third party. Giving Domino more continuous conversations and feedback cycles, enabling a swift response to employees' needs in today's fast-changing world of work. "Sage People enabled us to set up the employee Net Promoter Score (eNPS) pulse survey quickly and track the results ourselves—saving both time and money as we are no longer reliant on a third party. This also enables employees to provide feedback more frequently," explains Brian. Domino can track the scores by region or by area, and says it helps the business stay more connected and engaged with its workforce.

Managing compliance and communication

In some regions, Sage People is used to host company policies and capture employee consent. "Our US offices use the Sage system for this; employees simply tick when they have read them," says Brian. Domino has also taken advantage of the in-built communications portal to provide important announcements and communicate with staff, particularly during the pandemic. "Each territory has been able to host the latest HR information relating to Covid-19 on their own comms page in their region's language," explains Brian.

Chris adds that the eNPS has helped Domino understand and improve engagement, along with other Sage People tools. "Recognition has helped us say thank you for the great work taking place; and the performance management module has helped our workforce keep joined up on strategic objectives."



“It has empowered our local HR teams, especially through the common reports and analytics, and has enabled us to roll out best practice efficiently.”

Chris Webb

Group HR Director, Domino

Biggest value added

The overarching benefit of Sage People for Domino is having a single source of truth for its employee data, enabling it to make informed business decisions based on real-time data.

“Having all our employee data in one place is enabling us to track and analyse our talent pipeline, and we have launched a Great Domino Leadership Development programme off the back of this analysis. It has also helped us highlight the strengths and weaknesses in engagement, and monitor succession gaps,” says Chris.

The biggest operational difference Sage People has made is that everyone is speaking the same language around core HR processes. “It has empowered our local HR teams, especially through the common reports and analytics, and has enabled us to roll out best practice efficiently,” he adds.

