

Success Story

Trustpilot trusts Sage People to grow its global workforce

Trustpilot customises and streamlines better workplace processes for its multinational workforce

Trustpilot is a free and open review platform that connects businesses and consumers. It was founded in Denmark in 2007 and has grown rapidly, today encompassing eight offices worldwide — including in the UK, Lithuania, Germany, Australia and the US, with 730 employees.

In 2015 when Head of People Data and Analytics, Amalie Lange, joined Trustpilot, there were 350 employees, four global locations, a rapidly growing workforce, and no centralised People system. With a large injection of private funding and big expansion plans, Trustpilot urgently needed a centralised global HR system and approach across all regions. Amalie explains: “With growth and expansion, we needed to scale up our HR and People system. We needed a place not only to store all of our growing data, but also to automate and streamline our processes globally.”



Key outcomes

- Time to offboard team members more than halved
- Automated reporting saving six hours a month
- Time to onboard new team members reduced by over 50%
- One source of the truth consolidating and streamlining real-time people data

Sage

Company
Trustpilot

Location
UK and Global

Industry
Technology & Software

Sage Products
Sage People

 **Trustpilot**

About Trustpilot

Trustpilot is a free and open review platform that connects businesses and consumers. It was founded in Denmark in 2007 and has grown rapidly, today encompassing eight offices worldwide.



Flexible cloud-based HR that scales to support global growth

As a growing global company, Trustpilot needed a cloud HR system that would enable them to operate both globally and locally from one single secure system of record. With offices in a range of countries, the company wanted a system to manage different currencies and exchange — and for it to be configurable to adapt to changing needs. It also needed to be a cost effective and intuitive system that could be managed inhouse, keeping costs down and meaning their HR team could maintain control of the whole process.

Trustpilot turned to Sage People — the world's leading global system for medium size organizations that operate across different regions. The team knew that Sage People's ability to support growth, compliance and automated systems both locally and globally was a huge benefit. The fact that Sage People can be configured to support their business needs and HR strategy was also a big selling point for the team at Trustpilot.

Global automation saves time

Prior to implementing Sage People, everything from tracking headcount, employee time, reporting, onboarding, offboarding and performance reviews was done manually. The Trustpilot team spent hours every month just on basic admin across each of its different regions.

“It took six hours a month to manually create reports for the company's Vice Presidents,” explains Amalie. “With Sage People, those same reports are automatically generated and delivered each month, saving almost one day a month on reporting alone.” Having a central global system also meant that reports were aligned globally and regionally, and the company had full visibility of their global workforce across all markets.

The biggest impact that automation has had for Trustpilot is with the onboarding process. In the past, the HR and People team would send emails out manually to each new joiner, their line manager and internal stakeholders, taking on average 90 minutes to onboard each new hire. Now that the system is automated, it takes just 30 minutes. With Trustpilot hiring 170 people in the first four months of 2021, that's a total of 10,000 hours saved on onboarding alone. In the same way, time spent on offboarding has also more than halved, thanks to automated processes in Sage People.



Having Sage People now means great workforce experiences for all employees, no matter what region they're based in.

Enhancing employee experiences globally

As well as the time saved, the process is now streamlined across all the global locations. In the past, new joiners had different experiences depending on which office they joined. Some were given company merchandise, while for others welcome emails didn't always arrive in time. Now, when a new team member is created in the system, emails are sent to the new joiner; they receive a welcome video, a handbook, starter FAQs, HR policies and a personalised onboarding plan. This is all automated — meaning more time freed up for the HR and People team, whilst also delivering a consistent experience to all employees globally.

They can also self-serve access a pre-boarding module, so they can start reading through HR policies, company news, and select information relevant to their role or department, before they even start. Emails are also automatically sent to the hiring line manager to assign their new starter a buddy, and to IT to prepare the equipment they need. It all operates automatically and seamlessly, providing a positive experience for the new joiner and ensuring they feel valued at every step of the onboarding process.

In fact, employees receive consistent communications across the company, no matter what region they're based in. Even better, when needed, comms can be tailored and personalised based on country or other factors. For example, TrustPilot has used Sage People to ask employees how they feel about remote working, and if and how they should return to the office post pandemic. The results will feed directly into how the company manages its people going forward in order to create positive experiences that their people want.

Customisation tailored to the business

One of the most impressive elements of Sage People, says Amalie, is the ability to customise it and add workflows depending on the business need, and region. Trustpilot has added probation periods, birthdays, work anniversaries, and more in Sage People to create great workforce experiences that keep employees engaged, motivated and productive.

“Sage People allows us to customise so much in terms of the workflows and processes we can automate. And that makes our lives so much easier.” says Amalie.

The customisation options are also limitless when it comes to HR and People analytics, with customised fields and formulas in place to collect data for Trustpilot. For example, they have created a new formula field for on-target earnings that automatically combines the basic salary, bonus, and commission of each employee in one place, so that the business has real-time data at their fingertips instantly. This ensures that data is always up to date and provides a global salary benchmark for the company.



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Amalie Lange

Head of People Data and Analytics, Trustpilot

Empowering leaders

With a global salary benchmark in place, Trustpilot is using Sage People to standardise its global process of performance management, goal setting and compensation planning. Employee data such as experience, job levels, pay bands and people reporting in are recorded in Sage People. “Now we have the whole job architecture library in Sage People, we can use as an internal benchmark across all of our global offices. That would have never been possible without Sage People,” says Amalie. They also use it as a tool to empower managers. In the past, only Vice Presidents could initiate a pay rise or promotion, whereas now managers can. Using Sage People, they can submit a pay rise or promotion case for their direct reports, which then goes through an automated approvals process. This has given managers the tools they need to take ownership and leadership in their teams and ultimately work towards the wider company goals.

Elevating HR's role

Spending less time on admin means the HR and People teams now have more time to respond to and support employees more, improve existing processes, and continuously provide better experiences. “We spend more time on valuable insights now and focus more on strategic workforce planning, things that add value to the business” explains Amalie. “We have elevated our People analytics because Sage People has enabled us to automate so many of the processes that took us too much time to do before.”

She concludes: “Sage People has helped our organisation mature as we grow, and we are not done yet. We know that with the multi-functionality and the limitless customisation of the software, we can adapt, expand and try new things, and Sage People will continue to support us.”

