

Success Story

Free to focus on strategy

Thanks to Sage HR & Sage 50, MooBoo Bubble Tea are putting their energy where it counts: in their people.

“Since implementing Sage HR, we’ve seen significant improvements in accuracy, efficiency, and response time.”

Hassan Shah

HR Manager, Mooboo Bubble Tea



Bubbles that created a buzz

Established in 2012 in Camden when bubble tea was still a foreign, yet intriguing concept in the UK, Mooboo set out to bridge the gap between Far East culture and western tastes. With over 100 locations nationwide, the buzz for Mooboo shows no signs of falling flat.



HR, centralised in one system

With a fast-expanding workforce, Mooboo needed to centralise their HR functions in an easy-to-use system. Sage HR was the obvious choice to support them, from onboarding through to offboarding.



Company

Mooboo Bubble Tea

Location

UK

Industry

Food and beverage

Sage Products

Sage HR & Sage 50



About Mooboo

Mooboo's focus on high-quality, customisable drinks creates a holistic experience that stands out in a competitive market. Their unique recipes and fun, welcoming atmosphere make them a favourite among bubble tea lovers.



Investing in people

The Mooboo team aren't just focussed on growing the business – they're investing in their people along the way. Their focus is to build a strong internal culture while they scale, with more development opportunities for all employees. But in order to nurture a team that will help take them to the next level, they need systems that will take them there too.

A recipe for success

Since implementing Sage HR, Hassan has found tasks like maintaining employee records much faster and more reliable. The recipe feature, in particular, has been instrumental in standardising training and operations.

Achieving their goals with clarity

In addition to a streamlined HR process, Mooboo needed clearer financial visibility. Sage 50 now gives them the visibility they need to aid informed decision-making and subsequently reach their goals.



“Its ability to scale with us and automate key processes means we can focus more on strategic initiatives.”

Hassan Shah
HR Manager, Mooboo Bubble Tea

An employer of choice

As they continue to grow as a leading brand in the UK and internationally, the future tastes sweet for Mooboo. They're focusing on developing talent, enhancing employee engagement, and using data-driven strategies to become an employer of choice.

Becoming strategy focused

Thanks to the continuing support of Sage providing the tools they need to manage people and finances efficiently, and its ability to scale with them and automate key processes, Mooboo can focus more on strategic initiatives like leadership development, retention, and expansion, knowing their systems are solid and reliable.



Sage

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