

Success Story

Kingpin overhauls HR with cloud software from Sage HR

Sage HR has all the right ingredients for Kingpin Communications



Tech marketing experts Kingpin Communications streamline and centralise HR function with Sage HR.

Combining market intelligence, strategy, creativity and content, London-based Kingpin Communications is a B2B marketing services agency that aims to help its clients have the right message to reach the right people, at the right time.

Formed more than 20 years ago by Mirza Fur and James Foulkes, Kingpin also has offices in San Francisco and New York and specialises in supporting technology brands – such as Microsoft and BAE Systems – to grow through audience intelligence and insight-driven marketing.

Key outcomes

- Streamlined and centralised data management
- Clarity and transparency of staff leave
- Freed up employee and manager time
- Reduced manual inputting of staff records

Company
Kingpin Communications

Location
United Kingdom &
United States of America

Industry
Business Services

Sage Products
Sage HR



About Kingpin Communications

Formed more than 20 years ago by Mirza Fur and James Foulkes, London-based Kingpin Communications is a B2B marketing services agency that specialises in supporting technology brands – such as Microsoft and BAE Systems – to grow through audience intelligence and insight-driven marketing.



Coming out of the dark ages

Approaching close to 50 full-time employees across its London and US offices, Kingpin wanted to modernise the way it managed its HR reporting functions. With department heads each responsible for recruiting and on-boarding new employees, the firm was keen to discover a more methodical process to manage its employee information and data flow.

“Before adopting Sage HR, we were living in the dinosaur age and still used Excel,” says Samantha Maskell, Finance Manager at Kingpin. This was difficult to control and manage, she added and made it hard for managers to use and collaborate on anything, such as recruitment or holiday time. It also meant managers were spending time on inefficient HR processes, and not on client or team management.

A formalised approach

It was clear that Kingpin required an HR software solution to support managers and free up their time.

“We needed a system that would take all of the responsibility and management of the HR data away from the managers, and hold the information we required in one place,” says Kingpin Office Manager Kathleen Edwards-Williams.

With no HR team in place at the time – Kingpin was essentially in the market for a full HR management solution to support the business now and into the future.

With a core set of features that come as standard – including HR analytics, an employee database, on-boarding and off-boarding, and custom reports – Sage HR had all the right ingredients that Kingpin needed. Plus it is accessible on any device, including iOS & Android.

“Sage HR met all our requirements in terms of approval flows. It would also grow with us as a company, meaning we would not need an upgrade down the line,” says Samantha.



All HR documents and data are now centrally stored using Sage HR.

Time off approvals

A key requirement for Kingpin was a digitised means of managing its employee's leave requests.

“As a small business we wanted something that would meet our time management needs,” says Samantha. “We wanted to have better management of holiday approvals, calendar management and sick days, but we also needed it to be reasonably priced to fit with our budget,” says Samantha.

The beauty of Sage HR, she says, is that aside from its core HR functions, it offers six separate modules that users can opt to add on or remove as and when required. One of which is the Leave Management module.

For Office Manager Kathleen, the Leave Management module has brought clarity and transparency to who is where and when.

“I can see exactly which staff are in each day, and if anyone phones in sick I can simply log their absence in Sage HR and it updates their record. No more manual inputting or calculating the totals for the year – it's all done automatically within the platform,” says Kathleen.

Easy extraction of data

Particularly handy is the ability to extract the staff leave reports from the Sage HR platform and input directly into Excel, enabling easier creation of the monthly reports required by the finance team.

“We extract staff sickness each month to monitor sick days within the business and ensure we pay people in line with their contract. These reports also highlight any people that may need support or help from HR,” explains Samantha.

Manager and staff-friendly

Managing the time and the team through Sage HR has resulted in more time available for both managers and staff, says Samantha. “Our employees can log into Sage HR and easily see how much leave they have and who else is off in the company. The same for managers.”

Kingpin also uses the platform to log who has a birthday or work anniversary coming up. “We use a voucher system at work where you get extra holidays on your birthday and work anniversary. This can all be managed through Sage HR,” she adds.



“I knew exactly which manager was responsible for which employee because Sage HR lists all the teams and managers.”

Kathleen Edwards-Williams
Office Manager, Kingpin

Employee documents

Before implementing Sage HR, staff records and key documents were stored in multiple files and folders by various department heads and line managers, making it laborious and time consuming to track anything down.

“We no longer have to chase everyone for these important documents. Everything from contracts and appraisals, to health and safety certificates and driving licenses, can be stored on Sage HR. It’s all secure and access permission is only granted to those that need it,” says Kathleen.

Smooth management

As a relatively new joiner to the company, Kathleen says Sage HR enabled her to quickly get up to speed on the company hierarchy and reporting lines, helping her to quickly get sign off for holiday leave. “I knew exactly which manager was responsible for which employee because Sage HR lists all the teams and managers,” she says. “Sage HR makes life less complicated and enables the smooth management of the company,” she adds



Sage

© 2022 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.