

CUSTOMER SUCCESS

A job well done in recruitment—with help from Sage

gap personnel has streamlined its back office, allowing it to concentrate on more strategic tasks. How? With Sage Business Cloud Enterprise Management.



Recruitment firm gap personnel prides itself on a customer-centric, people-first approach. As the company has grown, technology has played an important part in maintaining its focus on people by controlling back office administration tasks and ensuring that everyone within the business is able to share information and enjoy full visibility. Upgrading to Sage Business Cloud Enterprise Management was a natural extension of this philosophy.

gap personnel is the UK's third-largest independent provider of talent to the industrial sector, supplying temporary, contract and permanent workers. Founded in 1997, the business has developed to offer nationwide coverage through high-street branches, specialist divisions and onsite managed solutions.

MD Mark Roberts remembers how persisting through early trials gave way to a period of rapid growth:

"The first ten years were spent learning tough but invaluable lessons, really. We were growing (between 1997 and 2003 for example we grew by 10%) but we hit a plateau at a turnover of about 25 million. We knew that moving beyond that would mean engaging with large, multi-national businesses. That was a goal we achieved by winning a major contract with Sharp Electronics."

Company

gap personnel

Location

Wrexham

Industry

Industrial recruitment specialists

System

**Sage Business Cloud
Enterprise Management**

Partner

Datel

Growth then accelerated again in 2013, when turnover grew from £72 million to £98 million within 12 months. The growth pattern continued and the company boasted a £120 million turnover for 2015 – 2016 and a £140/50 million turnover projected in 2017.

Such growth is obviously great news—but as Financial Controller Lyndsey Hampson points out, it brings its own challenges too.

The challenge

“What makes us different from most recruitment agencies is our focus on people,” says Lyndsey. “We specialise in providing short term labour solutions and place nearly 10,000 people into work every day for 2,000 clients, covering up to 2 million shifts per year. It’s a busy business! And that means there is a considerable workload for the back office.”

The focus on people applies within the internal team as well with easily accessible information sharing and visibility a key priority as Lyndsey Hampson explains:

“We believe in the open sharing of information. Knowledge is power and we are committed to transparency. There’s no hierarchy as such—sharing data and ensuring visibility is very much part of the company’s ethos.”

There is another good reason why back office complexity could easily derail this commitment to making sharing simple. gap personnel is part of an entrepreneurial group of companies operating in a wide variety of sectors.

So any back office system implemented for gap personnel would need to function just as effectively across the wider group too.

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The solution

gap personnel was an existing Sage customer, so Sage Business Cloud Enterprise Management was naturally on the list for consideration as the company considered upgrading to manage its increasing workload. Lyndsey Hampson continues:

“We had been using Sage 50 but our workload simply outgrew it. As soon as the guys from Sage gave us a demo of enterprise management, we could see it was light years ahead in terms of functionality and the degree of detail it enabled us to gain from our data.”

gap personnel chose to work with Sage partner Datel due to the support that was offered throughout the process, the after-sales rapport as well as the location of the offices. Amongst other recommendations, they took on board Datel’s advice to include Sage Enterprise Intelligence (SEI) within the solution.

It has proved particularly useful:

“We use it on a daily basis for our reporting needs and it provides great visibility for our managers to be able to review their transactions. Having more streamlined access to the information we required, using the drill-downs in SEI has made life so much easier for us when we’re doing month end analysis and reports.”

sage

Business Cloud



*Lyndsey Hampson, Financial Controller and
Jeff Mannering, Group Finance Director.*



“Our back office is in order thanks to Sage Business Cloud Enterprise Management.”



The bottom line

“Everything is a lot slicker. We have more time to focus on other things. We provide more analysis, it’s a better tool for handling finances and costs and it’s no longer manual.”

The future

gap personnel remains ambitious for the future, aiming for organic growth at 10% annually and possibly even investment into international markets to become a global brand.

Sage Business Cloud Enterprise Management has already proved itself up to the job—and will continue to have a part to play in those plans.



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