

## PayrollHero combats employee management problems with Google Apps

### Organisation

To stay on top of its game, a company spends much time taking care not only of its financial health, but also of its most valuable asset – its people. While a number of systems and tools have been developed to help businesses manage human resources, today's complex business environment demands more than what punch cards, biometric devices and pay slip papers could offer.

To help companies conquer the challenge of employee and payroll management, Michael Stephenson and Stephen Jagger founded PayrollHero in 2012. PayrollHero is an easy-to-use cloud platform that uses facial recognition technology to manage employee attendance. It also includes an online scheduling tool that allows managers and employees to create and view schedules in an instant. With offices in Canada, Singapore and the Philippines, the company works with brands like Coffee Bean & Tea Leaf, Krispy Kreme and International House of Pancakes to help them track employee attendance and time utilisation in the workplace.

### Challenge

Prior to starting PayrollHero as their own company, serial entrepreneurs Michael and Stephen were figuring out a way to process and manage employees' wages for their previous startup. While setting up a back office in Manila, they encountered the complexities of payroll processing in the Philippines. Not being able to find a cloud-based software that could solve their problem, the team decided to take the challenge into their own hands. They used Google Sheets, a tool that's familiar to them, to build a platform that would simplify the company's payroll processing.

'As a startup, we were looking for an affordable yet efficient solution to the challenge we were facing, so we turned to Google Sheets. We came up with an easy-to-use platform using Google Sheets as a foundation, and it helped us manage our employee resourcing and track how much we were paying them,' said Michael.

It was not long after that other companies approached Michael and Stephen to use their internal software. Seeing the opportunity, they established PayrollHero and began selling their product to the market.

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—Michael Stephenson, Co-founder of PayrollHero

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### At a Glance

#### What they wanted to do:

- Create an easy-to-use cloud-based payroll software that is compatible with any operating system
- Help clients create databases and generate reports easily
- Grow the business while maintaining a lean team

#### What they did:

- Developed an employee management application integrated with Google Sheets
- Used Google Hangouts in delivering customer support
- On boarded resellers through a courseware shared in Google Drive

#### What they achieved:

- Enhanced product offering and customer support process
  - Grew its clients across different markets
  - Increased the number of its value added resellers
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## About Google Apps

Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information, visit [www.google.com.sg/apps](http://www.google.com.sg/apps)

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## Solution

Aiming to offer a more comprehensive solution to employee management, the PayrollHero team integrated Google Apps into their proprietary software, enabling users to do much more than accurately clocking in and out of the workplace.

Managers can effortlessly build an employee database without manually creating a profile for each individual. All they need to do is fill in a Google Sheet with all the information they need, click export and then import this into PayrollHero. This allows them to input details of up to thousands of employees all in one go.

'We've had some clients who used to do their reports in Excel, and what they had to do was manually email these out to the rest of the HR team for their own internal filing and references. At the end of the day, they have several versions of the report and it's confusing to determine which one's the most updated,' said Michael. 'With Google Apps, they're able to create a report real time using the most up-to-date information.'

Google Sheets also makes it easy for PayrollHero customers to use the software. Because it's familiar and easy-to-use, customers can prepare employee reports via Google Sheets and just import these into PayrollHero with a single click. 'A large portion of the PayrollHero users are young employees who get cloud. And because Google Apps is easy-to-use, they get it fast. It feels more comfortable to them,' Michael shared.

Integrating Google Sheets into PayrollHero ensures users that they are able to utilise the software and its features no matter what device and operating system they're using. This is because Google Sheets runs on any device and operating system. Being able to offer this kind of flexibility is important for PayrollHero since a number of its customers are in emerging markets where organisations use different operating systems.

## Results

Three years into the business, PayrollHero has grown from an internal solution to simplify the management of employee attendance and wages into a full-blown organisation that offers a comprehensive human resources tool.

A Google Apps user since day one, the company uses the solution not only to enhance its product but also to help its customers fully enjoy the software. The PayrollHero team incorporates the use of Google Hangouts in its customer support function, allowing them to discuss complicated matters more accurately. 'We have customers around the world and sometimes, email just doesn't cut it. So we invite them to Hangouts and we share screens, so our staff can easily coach the customer on how to do things – not just through audio, but also with visuals and in real time,' Michael explained.

Being familiar with Google Apps from the time that they were still running their previous software company, Michael and Stephen knew the benefits of Google Apps, so they use the solution to further grow PayrollHero.

'We want to keep our company as small as possible. We take the philosophy that we want to train the trainers – and we do this through Google Apps,' Michael said.

Without hiring additional manpower, PayrollHero is able to expand by partnering with value added resellers who help them bring the application



to more companies. Without having to spend so much on training, the PayrollHero sales and business development team on boards the value added resellers through a courseware shared through Google Drive. 'Anyone from our team in Canada can easily on board someone from Singapore because all the materials are in Google Drive. It just makes it much more convenient for us,' Michael explained.

With the help of Google Apps, PayrollHero is able to boost its product features and grow its business while maintaining a small team. Currently, the company has over 300 clients across 28 countries, and seven value added resellers in Singapore and the Philippines.

