



Fast Track

Sage HR Advice Professional Case Study

Fast Track is a full-service sponsorship and sports marketing agency with offices in London, Portsmouth and Birmingham. Established six years ago, the company has grown rapidly and now employs 50 people. Fast Track works closely with UK Athletics, the sport's governing body, to raise the profile of athletics in Britain. It masterminds a host of high-profile sporting events and sponsorships for a range of blue-chip clients such as Volvo and Barclays.

Already a user of Sage's accounting and personnel software, Fast Track was one of the first companies to take advantage of the new Sage HR Advice Professional service. The service comprises a suite of options including a comprehensive website, document templates, FAQs, email alerts, an ask-the-expert service and a telephone advice-line. Head of HR and Operations, Andrea Ptohopoulos, explains the advantages:

"Like most HR managers, I find that keeping up with regulation and current best practice is very time-consuming," she says. "What first attracted me to Sage HR Advice is that it allows managers to keep up to date with all the current legislation and techniques. What's more, it's proactive – the email alerts act like an alarm bell, reminding you of what you need to do by when."

Andrea singles out the advice-line for particular praise: "We decided to go for the 'Professional' version of Sage HR Advice, which includes telephone advice. It's been a great investment. The advice-line team are professional, friendly and always available when we need them. The quality of advice is excellent."

The service is especially useful for SMEs, who typically don't have the resources to run a big HR department. As Andrea points out, "Sage HR Advice is almost like having your own HR department in-house but without the overheads. We haven't had the service long, but we've already used it to resolve a number of potentially problematic HR issues and it's worked really well. We also make regular use of the online document library to keep our own policies and procedures up to scratch."

Andrea believes the key to Sage HR Advice is trust. "I know whatever information or advice we get, it's going to be accurate, clearly explained and completely reliable," she says. "Now I've used the service, I wouldn't be without it. It makes my role more effective, frees up time, it's cost-effective and very consumer-friendly. Overall, I consider it an extension of me!"

Website
Email

www.snowdropkcs.co.uk
snowdropkcs@sage.com

