

## Case Study

# Dawsongroup Plc

**Client:** Dawsongroup Plc

**Sector:** Professional Services

**Project:** HR Pro

**Dawsongroup plc is the parent company of 9 UK trading companies, which are supported by 36 locations throughout the UK and a further 5 subsidiaries strategically located in Europe. Its core business is 'high value asset rental' with the complimentary provision of used equipment sales. With a turnover of over £97 million and more than 450 employees Dawsongroup is an extremely successful company.**

### Valued customer

Dawsongroup has been a customer of Advanced Business Solutions for over 10 years, purchasing ASR for Windows in 1997 before upgrading to HR Professional in 2003.

Sally Ellis has worked for Dawsongroup for over 10 years and assumed control of the HR function in 1999. Although Sally was extremely happy with ASR for Windows, she realised the additional functionality in HR Professional, improved reporting and automatic email triggers, would provide Dawsongroup with the benefits to manage HR processes even more effectively.

### Drive down recruitment costs

One of the key challenges faced by Dawsongroup was to try and reduce the cost of recruitment. HR Professional has given Dawsongroup the tools to manage and control these costs. Via HR Professional's in built reporting tool Dawsongroup are now



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- Sally Ellis,  
Personnel Officer

in a position to evaluate the effectiveness and efficiency of all their recruitment campaigns.

*Sally stated: "To reduce the Group's recruitment costs has been one of our main aims, particularly as the business expands and new vacancies arise. We didn't realise how much could be monitored and saved by being able to review the different methods of recruiting & seeing which medias are more effective."*

### Powerful reporting

As with most companies the importance of managing absence is essential in maintaining competitive advantage. A strategic effort is being made by Dawsongroup to manage their absenteeism by running HR Professional's standard Bradford Index report and notifying line managers via automatic emails of employees who have reached the Bradford Index 200 point threshold.

*Sally Ellis commented: "One of the key advantages of using HR Professional is the fact that the product is so user friendly. The look and feel of the system allows the user to easily navigate around the system. Likewise the in built report writer has been designed with the HR end user in mind. The standard reports included with HR Professional allow you to be able to run all of your monthly reports. However, even if you need to produce ad hoc reports the training the company provides on HR Professional gives you the confidence and ability to write your own. Even if you do get stuck the helpdesk is always on hand to help."*

### Real benefits achieved

The Dawsongroup is continuing to expand as a company and HR Professional will be used to help manage this expansion. **Sally mentions:** "The great thing about HR Professional is that it has the flexibility to evolve with us. After being involved with the company for over 5 years Dawsongroup and I look forward to continuing our relationship with them."

## About Business Solutions

Advanced Business Solutions, an Advanced Computer Software plc company, provides leading integrated business applications and services that enable public, private and third sector organisations to retain control, improve visibility and gain efficiencies whilst continually improving corporate performance. It's award-winning software systems comprise core financial management, procurement, human resource and payroll systems, integrated with a range of collaborative, document management and business intelligence solutions. It also provides managed and bureau service options.

Advanced Computer Software plc is the UK's leading supplier of software and IT services to the health, care and commercial sectors. It comprises 3 main divisions and has 7000 customers and 800 staff worldwide.

## For more information

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