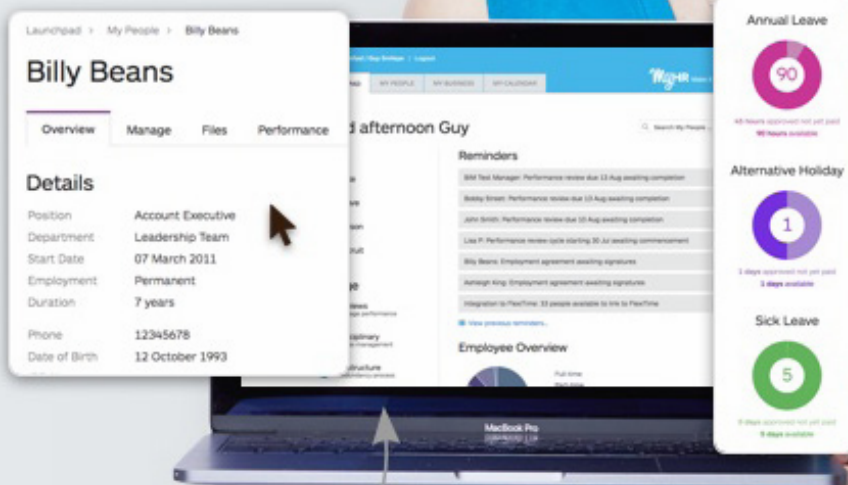Sylvie – HR Expert

Easy as Software

THE NEW WAY TO EXPERIENCE HR

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HRD
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MyHR Make it easy.

HR SUPPORT

THE NEW WAY TO EXPERIENCE HR

HR automation is an increasingly common trend in the field, but MyHR's unique hybrid model is breathing fresh life into the industry. *HRD* speaks to MyHR to find out more

ABOUT A decade ago, MyHR co-founders Jason Ennor and Sean O'Brien were enjoying a post-surf chat in O'Brien's driveway. At the time, O'Brien was the owner of a small design firm, and the two men were discussing the HR support available to him – or the lack thereof. He needed something easy to understand and use that could be tailored to individual needs and was cost-effective.

There wasn't much out there, Ennor explains. The market hadn't yet caught up with demand.

"Traditional solutions were either DIY models that left the business owner with lots of risk and high workloads, or expensive consultancies," Ennor says.

The opportunity – and the market – was obviously there for change. Ennor already had extensive experience in the HR industry; since 2000 he'd been working in a variety of corporate positions, which he describes as the "tough end" of HR: large-scale restructures, investigations, disciplinary processes, union negotiations, change projects, and employment law matters.

"As an HR leader, I always pushed for excellence and continuous improvement," he says. "I challenged my teams to think outside the square and challenge any accepted norm."

But the time wasn't quite right. Ennor moved to Australia to undertake an HR role at a major retailer, while O'Brien remained with his design business in New Zealand. The pair agreed to leave the idea on the back-burner for the time being.

Setting wheels in motion

Still, it was during this time of separation that the ideas for what would become MyHR truly began to bloom. Retail, Ennor noted, was particularly unique in its need for high-quality HR services at volume, in very large organisations across many physical locations.

"I found the operational excellence that this environment instils in HR professionals incredibly valuable," says Ennor. "From here, I was able to develop and define our 'golden ratio' which underpins the MyHR service delivery – highly customised, high-quality support to many clients."

Meanwhile, back in New Zealand, O'Brien was observing the trend in subscription-based web apps for business. Both men agreed that a hybrid model, incorporating a combination of technology and human support, could drastically change the industry.

Of course, it wasn't without risk.

WHY MYHR IS DIFFERENT

MyHR is your complete HR agency. The combination of an easy-to-use software platform backed by an experienced team of HR professionals provides a wraparound HR service that's built for your business, accessible whenever and wherever you need it. Instead of endless paperwork, aimless processes, and expensive assistance, MyHR empowers your people and your business to perform at their best.

For more information, visit www.myhr.co.nz.
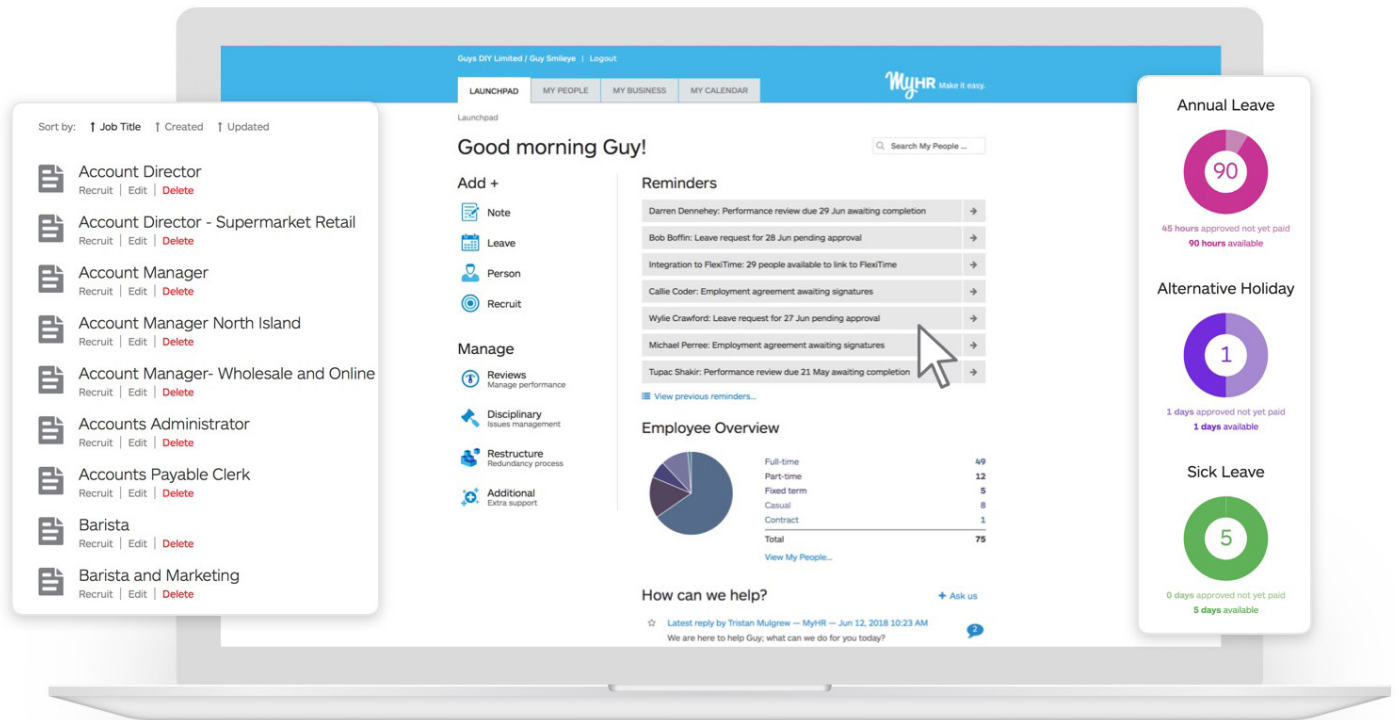
"The thought of delivering comprehensive HR services at a price far less than any other comparable offer in the market was daunting, but I backed the idea based on my direct experience in large companies," says Ennor. "We also knew that investing in software to streamline the delivery of HR services would be crucial to making the idea viable."

Six years later, it's an investment that's paid off. Now acting as the HR team for 13,000 employees across New Zealand and Australia, MyHR considers itself to be the third-largest private sector HR department in New Zealand.

Untangling HR

A bane of the modern HR leader's life is 'transactional HR' work – filling out forms for new employees, writing contracts, checking

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>
> Sylvie Thrush Marsh, chief HR officer, MyHR

review schedules, handling leave requests and so on. These tasks are time-consuming and can easily bog down a professional's day, preventing them from spending their time on value-adding HR initiatives.

From a practical standpoint, MyHR provides a solution to these issues, says Sylvie Thrush Marsh, CHRO at MyHR.

"MyHR supports over 600 clients and 13,000 employees, so the company has gained a wide overview of different trends in different industries when it comes to people management," says Thrush Marsh. "The team is highly agile; we're able to help managers and business owners navigate the shifting landscape of ER and people management."

HR SUPPORT

MYHR BY THE NUMBERS

Workload breakdown

300+ tailored employment agreements per week

25–30 disciplinary processes per week

5–10 restructures per week

3,500+ messages responded to monthly on internal customer chat platform

300+ calls answered every week

However, both Thrush Marsh and Ennor are quick to point out that MyHR is not intended as a replacement for in-house HR; rather, it's designed to supplement existing departments and free them up for more visionary projects.

"MyHR is a hybrid between cloud software and human support," says Ennor. "You've got the technology that frees up your time, with a team of HR professionals helping you out as necessary. The software is the connection which facilitates the delivery of HR support at volume, at pace and without errors."

Just like all good cloud software, no server installation or individual user licence is required. MyHR is easily accessible by managers and employees from any location, and the back-end access can be scaled for individual managers as required. Currently, MyHR is available in New Zealand to local and New Zealand-based trans-Tasman businesses. A standalone Australian offer is in development, with further plans to launch in Singapore and the UK in the near future.

MyHR provides a complete implementation program as part of the sign-up process for new clients, which takes care of system configuration and data and payroll transfer. Support is also provided for scanning and uploading prior paper documentation, along with an 'HR health check' (review of all employment documents) and full system training.

The end result is that managers, employees and HR professionals have an easy-to-use, centralised platform. It's an end-to-end system that supports the entire employee life cycle, from recruitment and induction through to exit interview. It does everything good HR software should do. Additionally, says Ennor, MyHR can be synced with payroll.

"It allows for real-time data access, and that helps avoid a lot of double-handling across departments."

HR professionals and managers are supported by a team of trained HR experts who they can call on to help with complex people situations and the day-to-day management of their team, or to just bounce ideas off.

Importantly, Thrush Marsh says, MyHR is able to deliver these features in a very cost-effective way. It's a model based on a per-head subscription, so the bottom-line savings allow the business and HR leaders within the workplace to reinvest in other people-oriented initiatives.

"The cost savings that MyHR delivers are significant," says Thrush Marsh. "We believe that businesses of all sizes should have access to quality, pragmatic, understandable HR support. Our support is accessible for a fraction of the cost of either an external consultant or dedicated internal resource."

Future features

There are several new features planned for MyHR over the next 12 to 18 months, says Thrush Marsh. Efficiency and consistency of delivery are both key to the company's ongoing success, and part of that is delivering regular updates.

"We've spent over $2m on our software so far; it's the bridge between our clients and our people, so this ongoing investment is really important," Thrush Marsh says.

The continuous improvement methodology employed by MyHR means the pipeline is

MYHR PEOPLE

Employee breakdown

60%
of active employees in MyHR are full-time
(37.5hrs per week or above)

61%
of employees are paid weekly

87%
of employees are permanent

60%
are waged, not salaried

> "Our vision is to build a great international company that truly transforms HR and is a place where all good HR people want to work"

Jason Ennor, co-founder and CEO, MyHR

full of new features, such as greater use of artificial intelligence to enhance interactions and improve compliance. New automation incorporating machine learning for all document creation will make sure that organisations of any size save time, while improving output. The development of additional onboarding, learning and reporting features is also in progress.

"One of our big future initiatives is the enhancement of our HR process management software," says Thrush Marsh.

"This is where our team of HR experts operates, and it will eventually be available to HR teams. It's an exciting space ripe for big change."

The software intuitively builds documents for HR review, tracks SLA performance, sends alerts, supports HR project management, seamlessly handles bulk document output such as salary review letters, and reports on all activity, which allows HR teams and business owners to get meaningful insights on all aspects of their people.

It's an extension of the company's core mission – delivering tailored support via transformational software, coupled with expert human input, which allows business owners, managers and HR professionals to focus on their core competencies and workplace transformation.

"Our vision is to build a great international company that truly transforms HR and is a place where all good HR people want to work," says Ennor. **HRD**