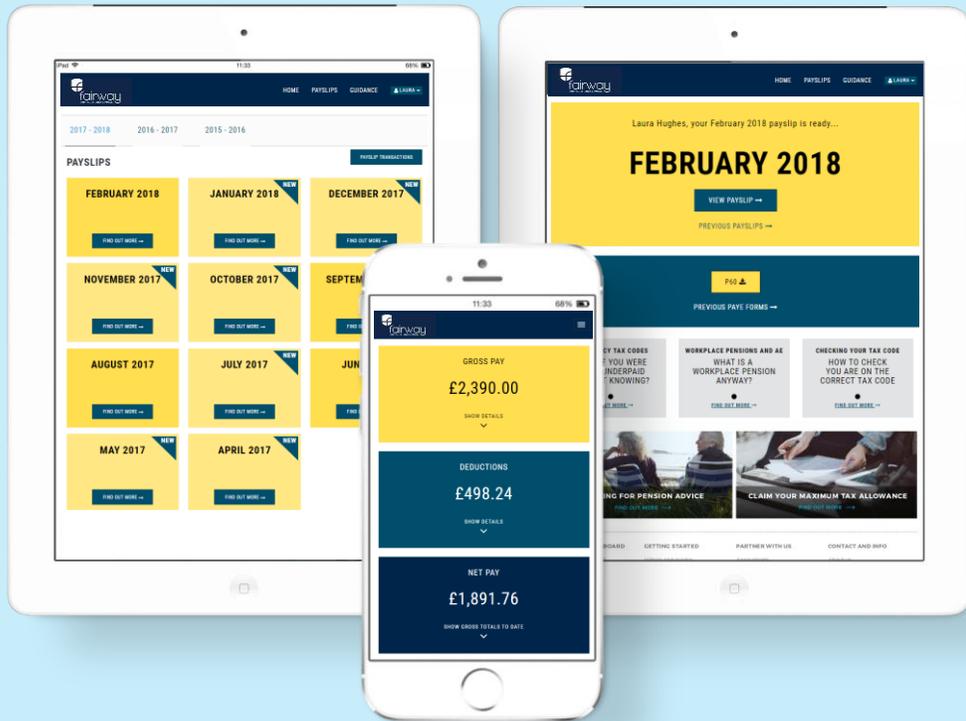




# CASE STUDY



PayDashboard helps Fairway Training to maintain a client-focused ethos in a digital age

## EXECUTIVE SUMMARY

Fairway Training implemented a branded PayDashboard portal for their clients as part of their mission to deliver a market leading NHS payroll service. In doing so they:

- Achieved a 49% reduction in production of printed payslips within 9 months
- Ceased emailing payslips altogether
- Increased awareness of the Fairway Training brand in the healthcare sector

# THE BACKGROUND

Fairway Training are a payroll bureau specialising in NHS pensions and payroll. Their mission is “to deliver a market leading NHS pensions and payroll service.”

The business is built on the foundation of providing a friendly, client-centric service. This has seen their business grow largely through word of mouth and client referrals. The Fairway brand is central to every aspect of their business.

Fairway Training use Sage 50 to process payroll for over 700 clients. As of June 2017, the vast majority of the payslips that Fairway Training processed were distributed via print and post, with a small number of clients receiving emailed PDF payslips.

# THE SITUATION

Managing Director Andrew Shirley was keen to move clients to an online solution.

He looked at Sage’s Online Payslips but felt the Sage portal had several usability issues around employee accounts and password resets, and wasn’t particularly engaging for the client or the employee. Andrew did not feel that Sage’s online solution would truly represent the market leading service that was Fairway Training’s hallmark, however he was very happy with Sage as a payroll calculation and reporting tool.

Fairway Training needed a third party solution that would uphold their brand values whilst integrating with their Sage payroll software in a way that did not create unnecessary extra work for their payroll team. Any portal used by Fairway Training was going to be one of the most prominent client-facing parts of their payroll service, so it needed to reflect Fairway’s client-centric values, offer a great user experience and uphold their core values.



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# THE SOLUTION

Andrew decided that PayDashboard offered the best solution linking to Fairway's mission statement.

The additional features of PayDashboard such as employee financial education and employer payroll dashboards aligned with Fairway Training's client-first mentality, whilst the simple upload process from Sage 50 created minimal extra work for the payroll team.

Fairway Training selected a custom-branded PayDashboard portal. Having their brand and name at the forefront of the portal seen by their clients and by their clients' employees, offered a valuable opportunity to build on their brand awareness and generate further word of mouth referrals.

# THE RESULT

By implementing PayDashboard, Fairway Training have cut their paper payslip production by over 49% in 9 months and stopped emailing payslips completely.

PayDashboard is now the default solution for new clients and Andrew is confident that the added functionality of PayDashboard will continue to convince existing customers to make the switch to digital.

Most importantly for Fairway Training - their clients who have moved to PayDashboard are delighted with their 'upgraded' payroll service, and don't hesitate to recommend Fairway Training to their peers.



## CASE STUDY



# THE CLIENT

ANDREW SHIRLEY  
MANAGING DIRECTOR  
FAIRWAY TRAINING

“From the outset I knew that PayDashboard was the tool that we needed to continue to deliver a market leading payroll service to our clients.”

“PayDashboard is both professional and creative. It provides employees with an easy self-service facility and employers with superb analysis of their data.

It’s still relatively early days but we hope to see a marked reduction in the volume of queries from clients and employees who are using PayDashboard as they explore the functionality available to them. Our clients love it and as Company Director, I am committed to ensuring that our clients have the best possible payroll solution and that is why PayDashboard is the chosen partner for us.”



CASE STUDY

