



# CASE | STUDY



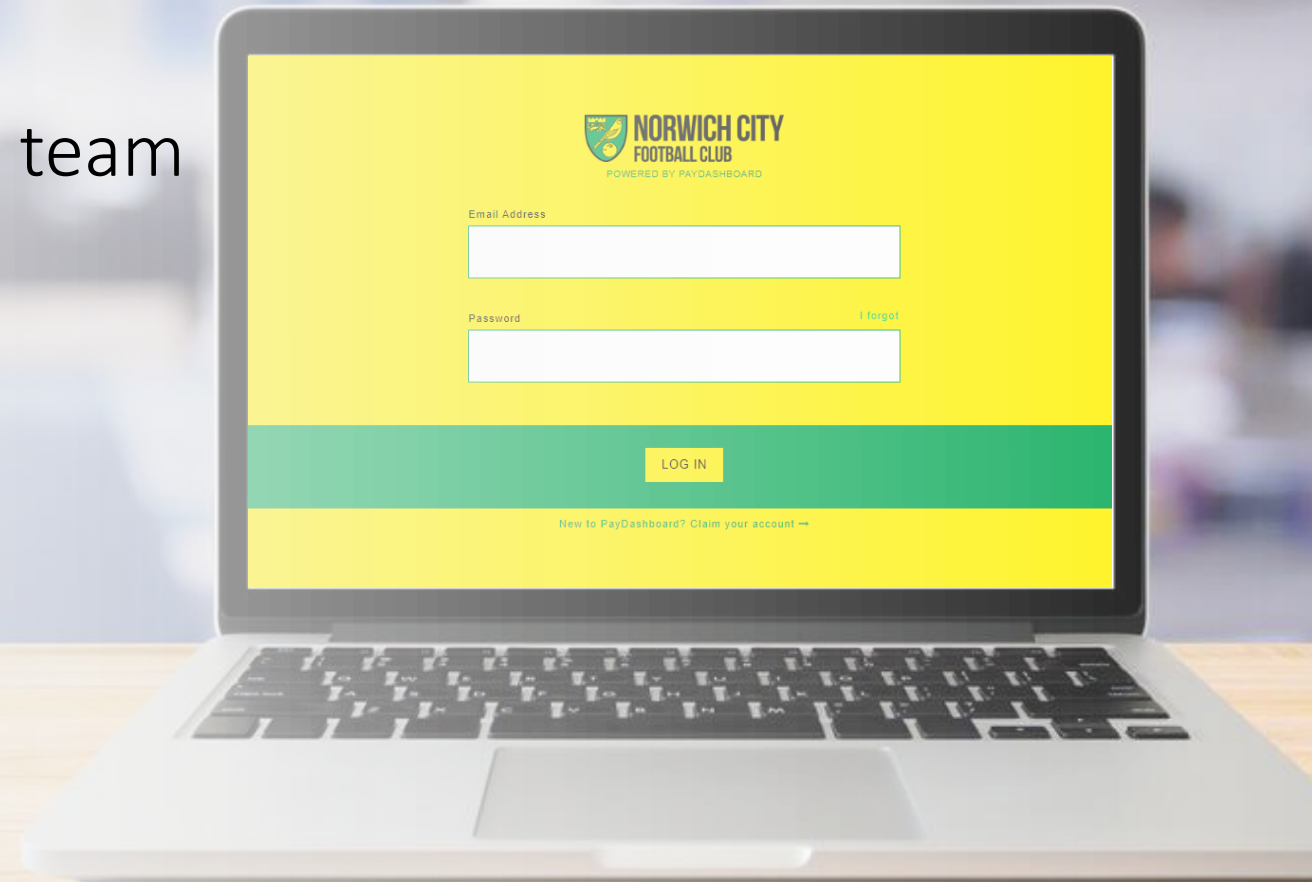
## PayDashboard is a key player for Norwich City Football Club's payroll team

### EXECUTIVE SUMMARY

Norwich City Football Club implemented a custom-branded PayDashboard portal as a solution to move away from printing payslips.

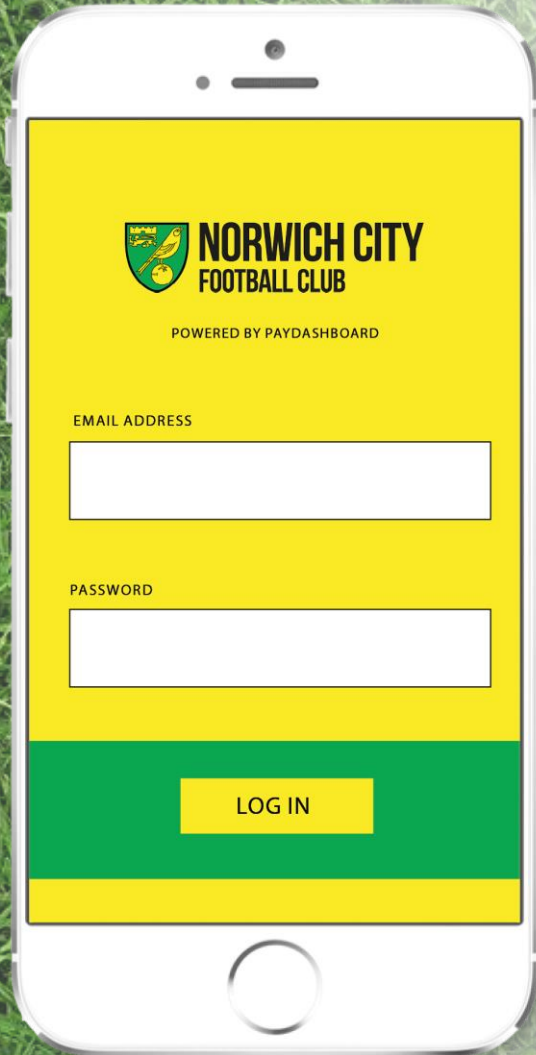
In doing so they:

- Met the needs of a diverse and dispersed workforce with a range of technology competencies
- Elevated their brand in front of their employees
- Ensured a future-proof solution to payslip delivery that will benefit the club for years to come
- Achieved £395 per month in efficiency savings



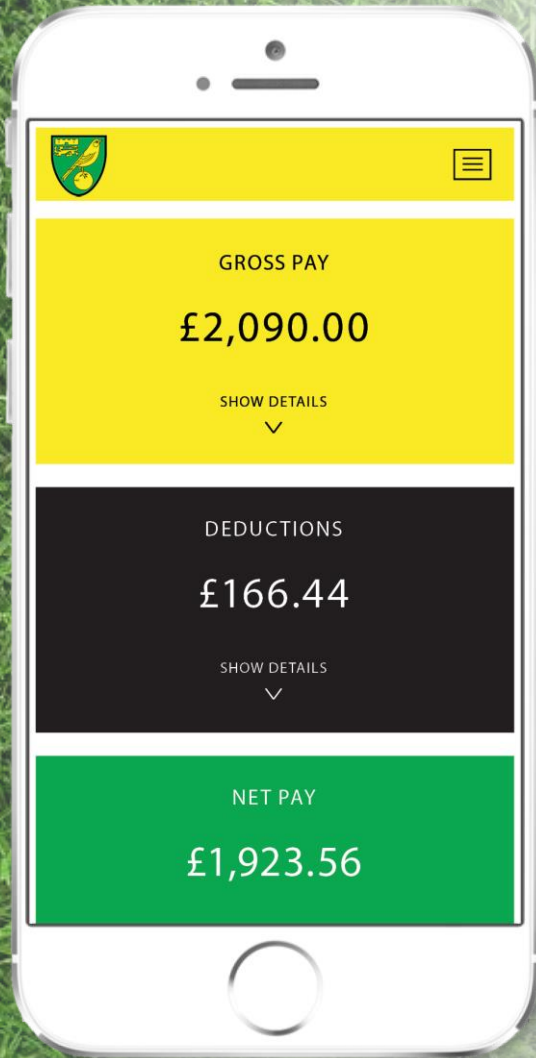


# THE BACKGROUND



Norwich City Football Club is an English professional football club competing in the Championship, the second division of English football.

They employ 1,300 people in a wide variety of roles from ticketing and kiosks at their self-owned stadium at Carrow Road, to retail & warehouse staff, catering, stewards, grounds-staff, doctors, chefs, maintenance, back-office and administration, HR, and of course the first team players, training staff and academy players.



## THE SITUATION

Norwich City FC were printing payslips for distribution, a costly and time-consuming process in need of modernisation.

When Paul Cunningham joined as the new Payroll Manager in November 2019 he identified there would be significant efficiency savings in moving to online payslips, but there were concerns about employees being able to access and use the system easily – particularly for the employees who were not desk-based and those with less experience in using IT systems.

Paul found that accessing online payslip functionality for their existing software would be very expensive, and he could not find any enterprise HR & Payroll Solutions that would meet the complex calculation requirements of their payroll, or the needs of their employees.

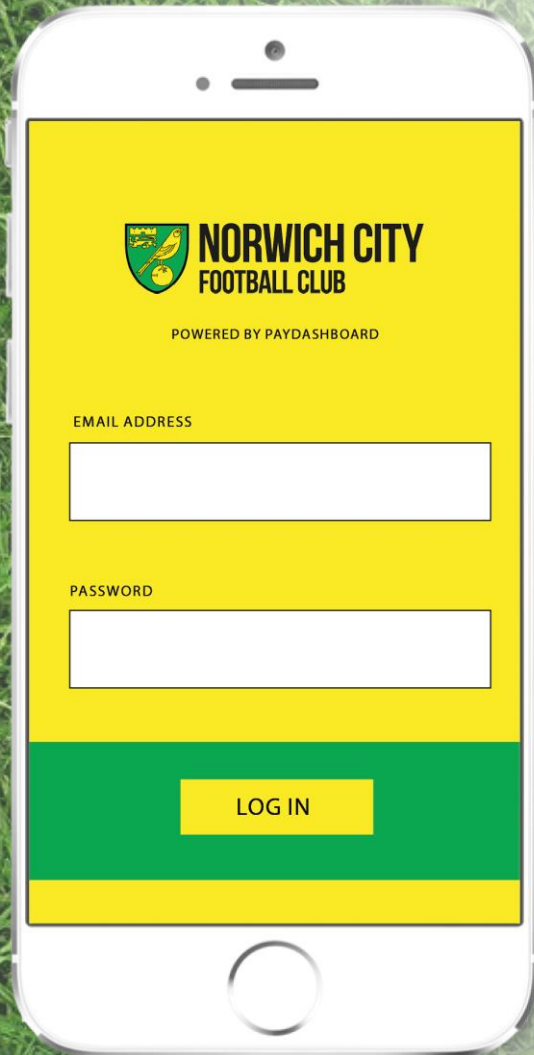


## THE SOLUTION

In January 2020 Paul was forwarded an email from his HR team about PayDashboard, an online payslip solution that Norwich City FC could use with their existing payroll software.

Paul booked a demo and was instantly impressed by the ease of use of the system for his employees. He quickly realised it would be easy to extract the payslip data from their payroll software in a compatible format. He felt that PayDashboard was the perfect solution to their payslip delivery problems and presented the solution to the management team in April 2020.

The senior management were really excited by the customised branding capabilities of PayDashboard to create an online payslip portal that looked and felt like the club's own system. And as PayDashboard could be integrated with any payroll software this gave flexibility in future to change their payroll software but keep their custom-branded payslip portal with all of the payslip history retained



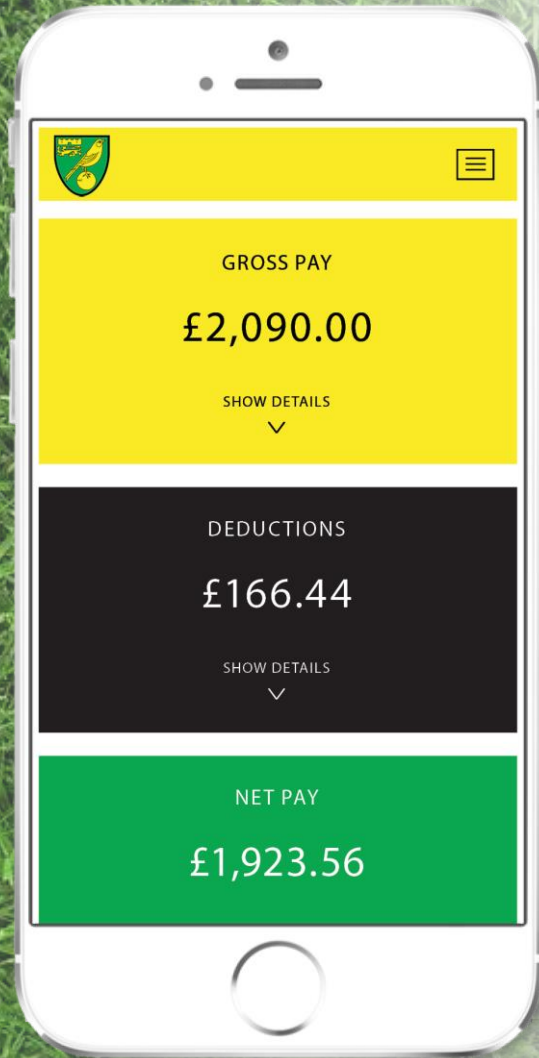


## THE RESULT

Norwich City FC implemented PayDashboard in May 2020 and went live to employees for the June payroll, achieving instant efficiency savings and getting positive feedback from staff.

To assist with the rollout PayDashboard provided Norwich FC with a customised training video for their employees, and there were very few questions from employees about how to use the system as a result, and feedback from employees has been overwhelmingly positive.

Paul calculated that they have saved nearly £400 per month in hard costs and time efficiencies by implementing PayDashboard.



# THE CLIENT

PAUL CUNNINGHAM  
HEAD OF PAYROLL  
NORWICH CITY FOOTBALL CLUB

“We were initially just looking to move from paper payslips to electronic, but PayDashboard has provided us with so many additional benefits beyond time and cost efficiencies.”

“We have such a prominent brand that we are hugely proud of. Being able to apply our company logos and colours throughout PayDashboard and creating that **personalised brand touchpoint** with employees every payday is a big win for the club and for the payroll team and is something that was very popular with the senior management.

PayDashboard is a **strategic, future-proof solution** that elevates our brand, meets the needs of our employees, and creates efficiency saving for our payroll team. We are delighted with PayDashboard and will be using it for years to come.”



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