

case history



company name

QVC Italy

sector

Private broadcasting companies

No. of employees

over 500

turnover

over 25 million Euros

website

www.qvc.it

Zucchetti Solutions in use:

- > **Payroll**
- > **Time & Attendance SaaS**
- > **Workflow Time & Attendance SaaS**
- > **Workforce Management SaaS**
- > **Staff Budget SaaS**



HR MANAGEMENT in Software as a Service mode

QVC is the second largest American television channel, with a turnover of around 8.5 billion dollars. QVC proposes a new way of tv shopping, entering users' houses like a personal shopper.

The company was founded in 1986 by Joseph Segel, a businessman who has foreseen the potential success of a new retail channel for selling products based on the following three principles: Quality, Value, Convenience. QVC operates in USA, England, Germany, Japan and, as of 1st October 2010, also in Italy as a global multimedia retailer with more than 11.5 million customers and 17,000 employees worldwide, exceeding in size the majority of the traditional retailers.

QVC has been on air in Italy since 1st October 2010; for this event, its new headquarters of 15,000 square metres was inaugurated in Brugherio (near Milan), hosting the television studios fitted with recording and transmission systems complying with cutting-edge standards and technologies and a proprietary contact centre.

QVC Italy provides products of well-known Italian and international trademarks, Italian hosts, contents and style, which are able to satisfy even the most demanding customers.

QVC Italy staff, guided by CEO Steve Hofmann, has had until 1st January 2011 around 400 employees, mainly focused on broadcasting, merchandising and customer service areas. The launching investment was of 65 million Euros.

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Customer's Requirements

People represent the most important resource in QVC, which pays special attention to the search of service suppliers for their management and assessment, based on rigorous reliability and quality criteria. Given the particularity of the Italian legislation in the payroll and contributions field, QVC's requirement in the initial opening phase of the Italian headquarters was that of delegating the processing of payslips and all the obligations provided by the legislation to a payroll service, since it was not yet organised to manage them directly.

Moreover, given the type of the performed activity, it was fundamental for QVC to be able to use solutions that could support effectively its own staff organisation and, in particular, to manage in timely and efficient manner its own Contact Centre, which, by being the channel through which the consumers can meet their purchase requirements, to assume a key-role and an element on which the company's success depends. To this end, the instruments for managing and planning the work shifts, in order to guarantee the necessary resources for the work loads were indispensable, as well as for avoiding long waiting times, waste and unforeseen costs. A QVC management peculiarity is the resort to resources with two different contractual types: the employees and the so-called Jobs On Call, i.e. the on-call employees to whom the company turns to only when necessary.

Accomplished Project

Among the various solutions analysed, QVC has considered Zucchetti HR Global Solution suite, the best answer to its requirements. If, in fact, on the one hand, the suite has allowed the customer maximum freedom and flexibility in terms of use of the solutions, on the other hand, it has allowed QVC to make use of state-of-the-art solutions and applications and in line with the requirements of a modern, dynamic company and of international approach.

Fully web-based and with a unique database, Zucchetti HR suite has allowed the customer to use the payroll outsourcing service in the initial phase of the internal organisation and subsequently, to bring back the administrative management of the staff within the company, using the same applications in Software as a Service mode, continuing to benefit from the regulatory, contributory and tax consultancy services granted by Zucchetti experts. The scalability is made possible by the technological characteristics of Zucchetti HR suite and, in particular, by the unique database for the entire staff management platform, which does not require any data, archive, table migration, etc., for the transfer from Payroll Service to Software as a Service. As a completion to the computerisation of the QVC administrative area, the Staff Budget module was implemented for the estimation of staff costs, the verification of gaps in the final balance through intuitive and simple charts useful for the Department in order to make corrective decisions possible. Furthermore, with the Staff Budget software, QVC is able to promptly and easily process forecasts with which to show the final balance situation at the end of the year.

The perfect integration with Zucchetti Payroll software allows extracting automatically the weekly staff costs without any need of intervention from the customer.

In the second part of the project, the attention turns to the shift management and, in particular, to the shifts of the Call Centre staff through the Workforce Management module, which, being web-based, allows distributing to the staff all functionalities that are able to considerably ease the company management processes. Among these, there is HR Portal, the human resources portal that allows the employees and, in particular, the call operators to connect via web and to communicate their availability. This information is processed by the software, which processes the shift planning based on the curve of weekly requirements and in compliance with the restrictions imposed by the legislation and by the possible specific company requirements.

The shift management system was set so as to allow QVC to determine from time to time the best parameters and conditions according to the following requirements: the uniformity of shifts to be assigned, their duration, the staffing peaks management, etc.

Once the planning is processed, the users in charge with the supervision always communicate to the operators, through HR Portal, the shifts assigned for their confirmation. Workforce Management guarantees QVC, not only the presence of personnel sufficient to face the inbound telephone load, but also the adequate competence to provide a high quality service.

Why Zucchetti?

Cinzia Cagnan - QVC Italy Payroll Manager replies

Using Zucchetti HR suite for managing staff allowed QVC Italy to obtain the following advantages:

- aligning the databases used for assigning the shifts to the employees, also taking into consideration the foreseen or ongoing absences (holiday, illness, etc.);
- determining the work rules in line with the company rules and policies, ensuring their correct application;
- performing history analysis on the assignment of shifts, by checking the "adherence" level from the planning to the actual needs, improving the peak management and reducing the "overstaffing" cases;
- assigning shifts with characteristics aligned from time to time to the achievement of various objectives (short/long shifts, gaps, replacements, etc.)
- gathering the availability via web, with the possibility, in the very near future, to communicate the shifts assigned to single employees, always obtaining the confirmation via web;
- performing restaffing activities, in very short periods of time, when necessary, following greater sales than previously expected;
- optimising working times, taking into consideration the significant growth of the company business;
- precise calculation of the shift cost.