



corehr

CUSTOMER SUCCESS STORY

Cineworld's HR Innovation  
**Transforms Employee  
Experience** and Saves Every  
Manager 5 Hours a Week

---



Industry: Leisure & Hospitality  
[www.cineworld.co.uk](http://www.cineworld.co.uk)

**Cineworld Group Plc is the second largest cinema group in the world** with over 9,500 screens in almost 800 locations in ten countries. Set up in 1995, **the business has grown organically and through strategic acquisitions**, including the Picturehouse chain of cinemas in 2012 and the Regal Cinema Group in the USA in 2018.

You don't get 100 million customers a year coming through your doors unless outstanding customer experience is part of your DNA.

For Cineworld Group plc, the second largest cinema business in the world, innovation is key to creating that winning customer experience and staying ahead.

The entertainment industry is fast paced and diverse so building a reputation for digital firsts with customer-centric digital booking technology as well as IMAX and 4DX cinema has helped to grow Cineworld's business to a net worth of £1bn.

But while great movies draw people to the cinema, Cineworld senior management also understands that great employees keep those customers coming back.

## Benefits

- All paper HR processes eliminated
- An average of 2,000 staff logins a day
- 8,545 shift swaps in the first 12 weeks with employee automated shift swaps
- Improved payroll accuracy with automation of time and collection
- Major cost-savings in management time
- Roster on the go with any mobile device
- Real-time analytics and graphical reporting
- Improved visibility for managers and field support

**“The impact of CoreHR on the business has been immediate and transformative. Managers now have everything under a single sign-on.”**

Leon Foster Hill,  
Senior Human Resources  
Business Partner, Cineworld



## The HR Challenge – From Big Screen to Small with CoreHR

Facing into 2017, a key challenge for Cineworld was extending its digital leadership into the HR function by improving the experience of its digital first workforce, 75% of which are under 25. “We needed to communicate with them in the media that they use, and that’s their phone”, says Leon Foster Hill, Senior Human Resources Business Partner, Cineworld.

But that vision of a mobile first HR solution was far from the reality of

Cineworld’s many disparate HR systems. Payroll and employee time and attendance were manual and 90% paper based. Accurate staff rostering, which is vital to customer satisfaction, employee work-life balance and operational performance was a mammoth task. Double keying and manual sharing of roster and rotas were the norm.

“Staff just got on with the time-consuming manual HR processes but

the main issue was we didn’t have a global view of where we were and were not able to report easily and share data”, says Leon Foster Hill.

“We had no audit trails, no single source of the truth and no robust security”, he adds. This was a major issue for the group who needed a robust, low-risk, data compliant HR solution, especially with the advent of GDPR.

## Immediate and Transformative Impact on the Business with CoreHR

“At the start of our journey, the main driver for engaging with HR providers was securing the payroll. But after discussions with CoreHR, we realised we could have a fully integrated system and go from roster to time and attendance, to pay deductions, to payment and beyond in one system. CoreHR was the only provider we spoke to that could give us an end-to-end, secure, cloud-based HR and Payroll solution that works on any device, allowing us to transact and transform all on one platform”, says Leon Foster Hill.

Not only could CoreHR answer Cineworld’s everyday challenges, drive cost-savings and free up senior management time, the partnership with CoreHR could also help to answer

strategic business challenges with real-time actionable data. The intuitive mobile solution empowered employees to manage their working lives and make quick informed decisions. Data security is paramount given increasing compliance and legislative requirements. And because it is hosted on CoreHR’s ISO 27001 certified cloud platform, future updates and onboarding of additional solutions can be done seamlessly, future proofing their investment. Cineworld senior management carefully planned the roll-out in partnership with the CoreHR project manager and expert team who immersed themselves in the world of cinema to fully understand their sector specific challenges.

The project team used every opportunity including company events and newsletter updates to tease what was coming. A small number of early adoptors across the business became cause champions for the new HR solution, but it was the intuitive nature of the CoreHR platform that most helped to drive business adoption.

# The Cineworld Future with CoreHR

The impact of CoreHR on the business has been immediate and transformative. Managers now have everything under one single sign-on. The rostering module caters for a diverse range of flexible shift patterns and provides a real-time view of staff on duty and the skills available within the workforce to drive performance and control costs.

“A task that took six hours to write a roster now takes less than 60 minutes. Holiday requests and shift swaps are automated taking no management time”, says Tom Manning, Operations Project Manager, Cineworld, adding, “it’s not very often we get the chance to hand back 5 hours to every senior manager every week.”

Over 6,500 Cineworld employees are also making the most of the self-service portal to help manage their work-life balance. The cloud-based system handled 8,500 employee shift swaps in three months without taking up any management time. Employees can also easily clock-in with their mobile, access their payslips, tax information, statutory deductions and allowances on any mobile device at any time of the day.

Now that CoreHR is bedded down in the business, Cineworld senior management are really invested in making sure they are getting the most out of its powerful, data rich tools. “We’ve been on a journey with employee engagement and that will continue over the next year. CoreHR

will help us with that because it enables us to get much more information to and from our employees. And the mobile app will make a huge difference” says Leon Foster Hill.

Cineworld are planning to take on additional modules for Recruitment, Expenses and Talent and are making CoreHR a much bigger part of their overall delivery. “Bringing in Recruitment is key as turnover can be high so to have it integrated in one system has to be an absolute winner. I’m expecting great time-savings once again”, says Tom Manning.

And best of all, scaling the system to new sites and users, adding modules and upgrading for new functionality is easy to do with the help of a dedicated CoreHR expert. Cineworld can ensure they are always benefiting from the latest functionality CoreHR has to offer which is easy to do given the intuitive nature of the solution.

## CoreHR Solutions

- Time & Attendance
- Payroll
- Rostering
- People Management
- Manager Self-Service
- Employee Self-Service
- Analytics

**“A task that took six hours to write a roster now takes less than 60 minutes (per cinema). It’s not very often we get the chance to hand back five hours to every senior manager every week.”**

Tom Manning,  
Operations Project Manager,  
Cineworld