

Honest Burgers

# CASE STUDY

## IN SUMMARY

Honest Burgers freed up time – and a HR Director's £70k salary by outsourcing their HR and employment law support service.

### Making payroll & HR easy

Honest Burgers is a London-based chain of 17 restaurants offering burgers inspired by great British produce. The company has enjoyed huge growth since it was established in 2011, increasing from 30 to 250+ staff in short order, and the headcount continuing to rise each and every month.

**HR SERVICES WITH INDEMNITY**

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## MOOREPAY CASE STUDY:

# HONEST BURGERS

**“THE DIFFERENCE IT’S MADE IS BRILLIANT ...  
I CAN FOCUS ON OPERATIONS AND PROFITS.”**

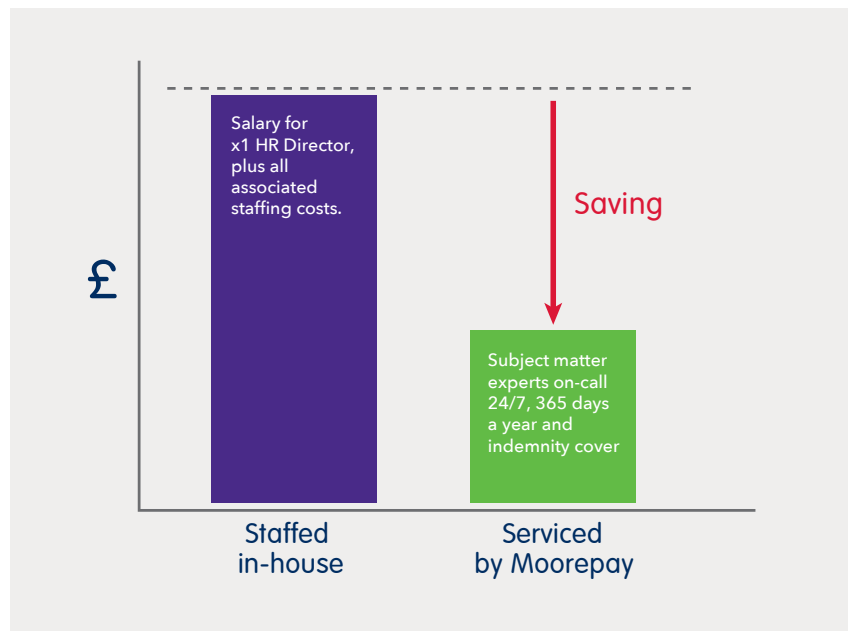
Victoria Oickle is operations manager for Honest Burgers. With responsibility for HR, legal & compliance and group profit, the company’s rapid growth meant Victoria needed a similarly rapid solution for her expanding workload.

When the business was smaller, Victoria found it easy to be on site when needed and stay in touch with every manager. Now there are 15, with a 16th due to open, and she faces a lot of added pressure.

“I had two options: take on an HR director on a salary of around £60-70,000 a year, or outsource” says Victoria, and having decided to outsource contacted several companies including Moorepay, who came recommended from a peer:

“I did a comparison on price and the package that was offered and Moorepay came out top, and I also found the sales team and account managers very helpful. We had a personal contact who was particularly efficient, and he answered all my queries quickly. I asked him about implementation, clarification on whether Moorepay could support us if we decided to expand internationally, auditing and any limitations. I was very happy with the responses I received.”

## OUTLINE BENEFIT ANALYSIS



### Freeing time to focus on core priorities

Although the system has only been in place for two months, Victoria and her team experienced efficiencies from day one.

“The switch was incredibly easy,” she says. “I had lots of documents that I was using to keep records, but all I had to do was send a couple of emails and Moorepay did the rest.”

Victoria outsourced all internal auditing, producing company handbooks, checking and monitoring staff files to ensure compliance with employment law, dealing with disciplinary procedures and handling issues such as maternity/paternity leave and long-term sickness to Moorepay’s HR Specialists, and is seeing a dramatic difference in her diary.

“For me, the difference it’s made is brilliant,” she says. “Now the HR aspect of my role has eased off, I can focus on operations and profits, and other priority projects.”

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## MOOREPAY CASE STUDY:

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**“MY BACKGROUND ISN’T IN HR, SO IT WAS VERY IMPORTANT FOR ME TO HAVE SOMEONE I CAN TURN TO FOR EXPERT ADVICE ... HELP IS THERE WHENEVER I NEED IT.”**

### Expertise the whole team can turn to

Having an extra layer of expertise on-hand 24 hours a day is also a huge benefit for Victoria.

“My background isn’t in HR, so it was very important for me to have someone I can turn to for expert advice,” she says.

## BENEFITS

- Rapid roll-out solution to meet rapidly expanding business needs
- Easy-switching service so benefits and efficiencies accrue from day one
- 24x7x365 access to HR experts, saving a HR Director-level salary
- of £60-70,000 a year



“The helpline is a key benefit for me because I know the help is there whenever I need it. I also write the HR guidance for managers, the employee handbooks and the contracts, so having someone else there to go through everything and make sure it’s correct is particularly helpful.”

Documentation is a key area of Moorepay’s HR service, and includes producing standard or bespoke HR documents including contracts of employment, company handbooks, HR forms, checklists and letters.

Victoria and her team have 24-hour access to an online platform providing information and updates on relevant legislation, along with toolkits on issues such as recruitment and equality and diversity. They also have indemnity insurance and protection from potential costs of employment tribunals included in their support agreement.

When Moorepay’s service is rolled out to restaurant managers, Victoria will experience further efficiencies.



“Having someone else our managers can turn to for expert advice will free up even more of my time,” she says. “As we go through the transition process, managers will be able to call Moorepay directly for advice with day to day HR issues and take on that responsibility without coming to me first. And, if there’s anything more serious, I know that I have the expert support I need to deal with it.”

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