

Transforming Finance and People Management

Bill Gosling Outsourcing Evolves its Workday Practice to Gain Advanced Business Insight and Design the Company's Future

Challenges

Bill Gosling Outsourcing is a multinational service provider of contact center solutions with operations in Canada, Costa Rica, the Philippines, the UK, and the U.S. Originally, the company was looking for an HR system that could also help transform finance management, which was overly focused on administrative tasks. Finance team members felt they could bring more value to the business by providing insight to enable executives and managers to make decisions. They hoped to make finance processes more productive through automation and help the business respond faster to changing client requests.

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As a CFO, my mandate is to create capital, not just count it. Workday helps me achieve this.

Joe Fanutti
Chief Financial Officer

Reinventing Finance and HR

Bill Gosling Outsourcing decided to move forward with Workday Financial Management and Workday Human Capital Management. CFO Joe Fanutti says, “I saw that Workday could be an analytics system that allowed me to deliver people-related and financial insight to decision-makers.” The company decided to rethink its approach to how a finance system should function and explore how finance could use Workday to enable decision-making and bring agility to the business.



Overview

- 2,400+ production seats across 8 locations worldwide
- Founded in 1955
- Based in Newmarket, Ontario

Benefits

Bill Gosling Outsourcing relies on Workday to align business operations and strategy. Across all processes and business areas, Workday helps the company thrive through change, address market challenges, and keep operations running productively. Thanks to Workday, the finance team can play a strategic, advisory role and spend minimal time on administrative tasks. Workday enables automated efficiencies and outstanding visibility, allowing finance and HR managers to:

- Use 80% of finance time for analysis
- Reduce margin volatility
- Onboard & train people remotely
- Assess actual account health

Workday Applications

- Financial Management
- Procurement
- Human Capital Management
- Payroll Management
- Recruiting
- Prism Analytics
- Adaptive Planning
- Learning

Why Workday

Analytics to Power the Business

After adopting Workday, Bill Gosling Outsourcing automated many routine processes, reduced turnover, and improved its reporting. Finance and HR managers soon expanded on the initial use cases for the system. They began using Workday to perform predictive analytics and meet clients' needs proactively. In a next step, the company improved labor cost forecasting and management and realized complete transaction processing automation. "After we automated transactions in Workday, finance managers gained time for analyzing data and can offer guidance to the business," Fanutti says. "Workday analytics let us look at data in a multidimensional format, not just in a linear manner like in traditional ERP systems."



Automate transactional and routine processes



Perform predictive analytics to provide decision guidance



Connect finance and HR systems, data flows and insights

Bill Gosling Outsourcing uses Workday Prism Analytics to assess finance, people, operational, and other data in client scorecards and determine the business value and profitability of each account. HR and finance continue to refine predictive analytics and planning aiming for a level of insight and automation that enables more innovation while eliminating remaining manual routine actions. David Rae, chief executive officer at Bill Gosling Outsourcing, says, "Workday always delivers continuous innovation with new functionality, which in turn enables us to keep innovating our business."

Continuing Transformations

Bill Gosling Outsourcing uses Workday at a strategic level, but still relies on it to make business activities faster and more efficient. Most recently, the company has increased its agility by advancing remote workforce management, including recruitment, onboarding, and training people entirely remotely. Workday enables Bill Gosling Outsourcing to continue its business transformation with the ability to adapt quickly and provide efficient solutions for clients worldwide.

Connecting HR and finance systems and augmenting the skills of HR and finance managers are critical for the company in continuing to transform the business. Fanutti recommends, "You need to link HR and finance processes to make them more holistic and intelligent, like we did in Workday. Then you can allow managers to contribute as business analysts, translating data into business insight."

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Chief Financial Officer

Results

Improving Forecasting and Margins

Bill Gosling Outsourcing found that Workday's analytical tools, together with finance and HR capabilities, offered many opportunities for business insight and process improvements. Managers use Workday to improve labor-cost forecasting and management. The finance team can see and control margins anytime; not just following month-end closes. Kenny Johnston, president of Bill Gosling Outsourcing, says, "One of the most important results we achieved with Workday was reducing the volatility of margins."

Insight to Power the Future

Deploying Workday helped the company automate and accelerate many routine processes. "Instead of using 80 percent of finance time for transaction processing and 20 percent for analysis, we flipped this around," says Fanutti. "That gives us a much healthier balance to take the business forward."

With administrative burdens largely removed, finance and HR teams can take a greater role in ensuring the continued viability of Bill Gosling Outsourcing. Rae says, "By performing predictive analytics in Workday to run financial and human capital planning based on key business drivers, we can ensure a great future for the company."

Boosting the Health of Client Accounts

To understand current and historic data, Bill Gosling Outsourcing relies on Workday Prism Analytics and Workday Adaptive Planning. Measuring the true business value of accounts is an important use case for data-driven analysis. "We rely on Workday to determine the health of our client accounts," Fanutti says. "In Workday Prism Analytics, we can combine financial, people, and operational metrics into a score card. We can review the data from various perspectives and improve account performance."

Training to Drive Transformation

With digital transformation speeding ahead, Bill Gosling Outsourcing decided to adjust its use of Workday Learning in employee training. Managers introduced automations to escalate compliance trainings and tighten timelines. These changes help team managers oversee employees' progress and keep them on track with required training.

So far, of the 414 courses introduced in the last 12 months, average completion rates have gone from 21 days to 6.5 days. Currently, 99.99 percent of all required training is complete, with less than .01 percent being late. This includes compliance, client-specific, and company training.

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Chief Financial Officer

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We elevated our training capacity and can now see the benefits of optimizing the virtual learning experience, which translates into better results on a global scale.

Joel MacCharles
VP, Learning and Innovation

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By performing predictive analytics in Workday to run financial and human capital planning based on key business drivers, we can ensure a great future for the company.

David Rae
Chief Executive Officer



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