

BRAND ALLEY

UK's leading off-price premium and luxury brand e-tailer

BRAND ALLEY
THE NON-STOP DESIGNER SALE

THE PROJECT

BrandAlley engaged ReThink HR to work on the optimisation of their system after being put in touch by the team at Cezanne. Having implemented Cezanne earlier in the year and some of the implementation project team moving on from the business,

BrandAlley were looking to engage expertise to help them get the most out of their system and ensure the current team were upskilled and confident to use Cezanne.

ReThink HR consultant, Hollie, joined the BrandAlley team and reviewed their current system set up in line with their goals and requirements. Having agreed priorities and developed a project plan, Hollie set to work configuring various aspects of the system and modules to quickly create automations and efficiencies. She also worked to extract data from legacy systems and import this to Cezanne to ensure that Cezanne was now the single source of people data for the business. In conjunction with working on system configuration, Hollie also engaged regularly with the People and Culture team to train them on different aspects of the system, such as reporting, ensure that they understood the configuration being developed, and to increase their knowledge and confidence in their day-to-day use of Cezanne.

Following ReThink HR's engagement, BrandAlley now have an optimised HR system which is increasing the People and Culture team's operational efficiency and is providing an improved employee experience. The team has developed its knowledge of and confidence in using Cezanne, both for operational requirements and for any further configuration. The business has also been able to retire legacy systems that were no longer required. ReThink HR's involvement has been credited as being invaluable to helping the team get the most out of their system and helping the team to increase their confidence in using Cezanne.

AT A GLANCE

Website

<https://www.brandalley.co.uk/>

Industry

Fashion

Employee Count

220 employees across two UK sites plus remote workers

Project stages



Optimisation

Challenges

- Those involved in the project implementation had moved on and internal knowledge of the system was now limited
- The People and Culture team were lacking resource and expertise to implement optimisation they knew was possible
- The team were lacking confidence in their day-to-day use of Cezanne
- Legacy systems were still in place and needed to be retired

System



PROJECT OUTCOMES

- Data and processes consolidated in Cezanne
- Legacy systems retired
- Automation created, delivering efficiencies and improved employee experience
- People and Culture team upskilled and more confident in their use of Cezanne – and confident to run company-wide training on the system enhancements and improvements
- Cezanne integrated with other internal teams' systems and processes



“Having a consultant focused solely on the project - free from day-to-day operational pull - gave us the traction we couldn’t have achieved internally and moved us much further, much faster.

I would recommend ReThink HR one hundred times over.”

**Danielle Alsey,
Head of People and Culture**

TESTIMONIAL

“Working with ReThink HR to optimise our Cezanne HR system at BrandAlley has been transformational. Our consultant Hollie was hugely experienced and cut through complexity to find solutions fast. What stood out was her problem-solving: she grasped our needs, explored system options and gave clear recommendations so we could move forward confidently. She was a joy to work with and incredibly productive. Most importantly, she genuinely cared about doing a good job and getting things sorted.

Having a consultant focused solely on the project - free from day-to-day operational pull - gave us the traction we couldn’t have achieved internally and moved us much further, much faster. I would recommend ReThink HR one hundred times over.”

***Danielle Alsey,
Head of People and Culture***