

Chamber Chronicles:

SD Worx – A gateway for global HR solution

The British Chamber of Commerce EU | Belgium aims to serve as a gateway for business and trade between the UK and the EU. Many of our members offer services in both markets, and add to the Chamber's ability to provide value added support for EU-UK exchange. In this issue of the Chamber Chronicles, we speak with SD Worx, one of our Patron members who supports businesses through innovative payroll, HR, and workforce management solutions and services. Their international presence allows their customers to use a harmonised system of HR services across different offices and countries, thus making SD Worx a European-based gateway to international HR solutions.



Name: Els Hanssens

Role: International Sales Director

Hobbies: Travelling with family and friends, reading a good book, going to concerts, exhibitions, museums, exploring architecture and visiting cities (Paris is the favourite)

One thing British you love: British peoples' enthusiasm, energy and business savviness

Tell us about how you ended up working at SD Worx, what appealed to you to join the company?

I have been with the organisation for almost 11 years now. Before then, I worked for a local Belgian competitor. I was working closely with international customers who employed in Belgium, but became frustrated that we couldn't provide them payroll services abroad. Luckily, a position opened up at the international division at SD Worx, which aimed to recruit companies from abroad to join our payroll and HR solutions. Here, I could continue working in sales but with a global scope.

Has SD Worx always operated in the international sales and division? How big is your international presence?

Through offering international tax and legal advisory, we followed our customers needs to be advised cross border. Our international business grew because we offered a full range of HR services, not only payroll services, in an increasing number of countries over the years. The last two years have been very interesting for us. We have ramped up our acquisitions and now operate in 18 countries, doubling our international footprint in just a few years. **The UK is a very important market for us because of its access point to Europe.**



What? A payroll and HR solutions provider, offering support in Staffing & recruitment, CORE HR, payroll & reward, Talent Management and Workforce Management

Why? To simplify the day-to-day of employers, and maximise employee experience

Goal? To become Europe's #1 HR and payroll provider

Despite the UK's withdrawal from the EU, we see that entrepreneurs and companies want to keep doing business and seek to overcome the consequences of Brexit.

Our strategy is to become the number one payroll and HR provider in Europe and the large majority of our offices are located in EU countries. However, we are active in 150 countries worldwide through partnerships that extend our services outside of Europe. This enables us to have an even wider international network and grow our knowledge base. **For instance, a British company might want to hire someone in a European country, but don't know the legal process – this is where we can step in and assist from start to finish.**

Within those 18 countries are the services you provide the same or do they differ country to country?



Els with colleague Hugues Thibaut at SD Worx head office in Brussels

The services that we provide are the same towards all countries. We keep this harmonisation to ensure that all customers are offered the same services and solutions, so that they can compare 'apples with apples'. Then of course, each organisation is unique, and we work to adapt and mirror what each customer needs. Some models provide integrated support on all levels of outsourcing, legal and tax support, and work force management, whilst others simply provide the solution itself and allow the customer to work independently.

What is your favourite thing about working with SD Worx?

I love the mixture of different nationalities I work with, driven by the scale of our business and the fact that we have such strong ambition and will to support our customers in the best way possible. We can play a significant role and add true value to our customers who look to enter or expand into European markets. I want to make sure that we share our expertise and solutions so that our companies can work in a more intelligent and organised way. I feel very fulfilled when I see how our solutions can simplify the every-day working life of our customers and their employees, and this is what keeps me going.

“B to B to E – Business to Business to Employee. A major part of our service is to ensure that our employers are happy, but at the end of the day, the final users of our services and products will be their employees, and therefore our aim is to guarantee employee satisfaction.”

We follow the “All for one, one for all” moto. This reflects our company culture well; no matter what role, position, or office, everyone at SD Worx works together to support the end customer. This is not only the customer company that we service, but the employees of the company as well. Our scope can be summarised as “B to B to E” – Business to Business to Employee. A major part of our service is to provide good support to employers, but at the end of the day, the final users of our services and products will be the employees. This is especially important for large firms with many employees where management can’t always be directly involved in the processing of holidays, sick leave, or payroll. **If employees are happy with our solutions, and the employer knows she can count on us, she will not be quickly tempted to leave us. I see this as one of the main differences between SD Worx and competitors – we focus on both employees, and employers.** This is especially important today due to the nature of the workforce market. Talent is hard to come by and difficult to keep, so when businesses work with partners that respects employees, providing all possible services, it can have a significant impact on employee retainment. Nowadays, being paid in full and on time is not enough. Both employers and employees want a system where they can easily lock their holidays and sick leave with an efficient transfer to the payroll behind the scenes. We are not only there for our large multinational clients but also for small firms and startups, providing services that can give them a comparative advantage.

What differentiates SD Worx from competitors?

Expertise. We have a broad range of expertise, not only in payroll, but all things HR-related and the international aspect cannot be overlooked. With our own offices and people working in 18 countries, we have gathered a wide range of local experience and know-how, which allows us to provide a tailor-made solution to each customer. In terms of labour and tax law in Europe, there is no harmonisation. Every country is different and businesses already face large barriers when entering foreign markets. For instance, the UK is an easy country to employ people in, whilst the system in France or Italy is more complicated. A business doesn’t want to hire a separate HR firm in every country they operate in, and this is where we can come in to help facilitate the process and reduce resources. That's why we can serve as a gateway to the EU for international companies in all things HR related.

To learn more about SD Worx services, check out their webpage www.sdworx.co.uk or get in touch with internationalsales@sdworx.com



Thanks for welcoming us SD Worx!

We look forward to continue our Chamber Chronicles series where we get the opportunity to meet our members and hear more about their story.

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