

## AAA Southern New England: Self-Service HR with Sage Abra Suite

AAA Southern New England (AAASNE) is the sixth largest AAA club in the United States, serving over two million members. The Club's mission to "provide members with superior service, product and value" leads them to deliver a wide variety of services.

Due to a rapid expansion in operations several years ago, HR found itself buried in paperwork.

### Sage Abra Suite Gets Even Sweeter

The Club had used Sage Abra Suite as its HR software for 10 years. However, payroll processing, time and attendance, and benefits administration were handled by outside vendors. AAASNE wanted everything integrated into one system.

"We needed to streamline our workflow processes through automation, beginning with the Club's first contact with an applicant," says Jackie Young, vice president of staffing and organizational development. "Our goal was a paperless office."

Thanks to custom interfaces, the Club's payroll, time & attendance, and benefits systems are now all managed by Sage Abra Suite. Sage Abra Suite provides a single point of data entry, rather than the four required before, and stores information in a centralized database.

Frank Cerilli, vice president of compensation and benefits, says, "This integration approach has helped our department in moving from a transaction based approach to one that is much more involved in supporting the organization to achieve strategic objectives.

"We wanted to make certain Abra could support our vision, so we turned to our reseller. He demonstrated how to create a seamless system based on Sage Abra Suite, and introduced us to Abra Employee Self-Service to reduce office traffic."

### Abra ESS for Do-It-Yourselfers

Using Abra Employee Self-Service (ESS), employees can now view and update personal information through the Club's intranet. The Club controls access rights, so employees can only view their own information and change appropriate fields. Abra ESS has relieved the HR office of hundreds of telephone and in-person queries from employees each year.

"Employees go to Abra ESS to check on vacation time, benefits and training," says Young. "They like it because they get instant answers, even if they're on a night shift when HR is closed." Supervisors are also able to access data on their direct reports, trimming



### CUSTOMER

AAA Southern New England

### INDUSTRY

Membership Organization

### LOCATION

Providence, Rhode Island

### NUMBER OF LOCATIONS

Thirty

### NUMBER OF EMPLOYEES

1,400

### SAGE PRODUCTS

- Abra ESS
- Abra HR
- Abra Recruiting Solution
- Abra Train

### CHALLENGE

The Club quadrupled in size through an acquisition. The volume of paperwork in HR became staggering, requiring a total rethinking of how the department processed work

### SOLUTION

Sage Abra Suite and Abra ESS to extend HR, recruiting, and payroll information access to managers and employees

### RESULTS

A paperless application process, streamlining four points of data entry into just one, and providing an increased ability to support strategic HR initiatives

requests for reports from HR. Entries like emergency contacts, which can easily become outdated, are now more accurate, since people are checking their records and making necessary updates on a regular basis.

“These programs and initiatives have been launched to drive business results, which has given us the opportunity to think more strategically as a department,” explains Cerilli.

### Online Applications with Abra

Gone are the days when the Club accepted paper applications and resumes. Instead, AAASNE uses a completely electronic system, with entries completed by applicants through the Club’s Internet site, at kiosks in the Club’s lobby, or through major recruiting sites. Applications and resumes are stored in the Abra database and accessed by staffing specialists using Abra search and query tools. “We receive between 50 and 90 applications every day,” Young says. “Clearly, we’d be overwhelmed without Abra’s automation.”

Jackie Young believes AAASNE is better positioned for the future because of its expanded use of Sage Abra Suite. “Sage Abra Suite provides us with more accurate information, and centralizes employee demographics, payroll, benefits, and training data into one solution. At the same time, the system has reduced our workload in the HR Department. Furthermore, we hold a strong value to help and serve as a way of life. Abra ESS assists HR in delivering a more personalized service experience, helping employees to achieve their individual goals, and meeting strategic commitments.”

### About Sage

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers’ needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking,

merchant services, and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries. Sage North America employs more than 5,000 people and supports nearly 2.9 million small and medium-size business customers.

The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 14,800 people and supports 5.7 million customers worldwide. For more information, please visit the Web site at [www.sagenorthamerica.com](http://www.sagenorthamerica.com) or call **866-308-2378**.

“Sage Abra Suite provides us with more accurate information on both employees and prospects, and centralizes employee demographics, payroll, benefits and training data into one solution. Abra ESS assists HR in delivering a more personalized service experience, helping employees to achieve their individual goals.”

Jackie Young  
Vice President  
Staffing and Organizational Development  
AAA Southern New England