

A photograph of a bright green CLAAS tractor in a field of golden wheat. A man in a plaid shirt and jeans stands to the left of the tractor, looking towards it. Another man is visible in the driver's seat. The tractor has 'CLAAS' and 'ATOS' branding. A combine harvester is partially visible behind the tractor.

## CLAAS UK finds growth with Sage HR Online

**Industry:**  
Global agricultural machinery manufacturer

**Modules purchased:**  
Recruitment

“Our success is not an isolated achievement; it is instead the result of committed collaboration. This applies to CLAAS employees on all continents who have contributed to the success of CLAAS with their commitment.”

CLAAS UK, a division of the CLAAS Group, is one of the world’s leading manufacturers of agricultural machinery. Founded in 1913 by August Claas and his brothers, CLAAS takes great pride in remaining a family owned business that prioritizes the individuals who drive its organisational success. In 2013 CLAAS celebrated its 100-year anniversary, a milestone that underscored not only the power of technological innovation and progress for industry growth, but also the interminable importance of having the right people to sustain it. This sentiment is further echoed on the CLAAS “Jobs & Career” website, which states: “Our success is not an isolated achievement; it is instead the result of committed collaboration. This applies to CLAAS employees on all continents who have contributed to the success of CLAAS with their commitment.”

## Grasping the nettle

The CLAAS Group employs approximately 10,000 people worldwide, 500 of whom are employed by CLAAS UK. At the CLAAS UK headquarters at Saxham, 67 staff provide IT, sales and marketing, and administrative support for a CLAAS dealer network across the UK and Ireland. As the central provider of IT and centralized corporate systems for this dealer network, CLAAS UK recognized that their own technology solutions were wanting in a key area: HR management and recruitment. “We run on people,” notes Paul Sumpter, IT manager at CLAAS UK. “Service, engineers, parts managers—we are a people-focused organisation. But we needed to improve our recruitment efficiency and tracking, especially for our talent pool and candidate tracking. Our previous system was very manual and it was difficult to manage this information in an insightful and actionable way.”

## The cream of the crop

As a company with a focused commitment to the quality and care of its employees, CLAAS UK immediately began searching for a solution to help bring their HR management and recruiting in line with the rest of their IT solutions. After several attempts to locate an HR recruitment system that fit their specific company needs, CLAAS UK turned to the brand that had provided them with a proven track record of success in the past: Sage software. They found that Sage was the only software provider that could meet their requirements at a competitive price, without the need for expensive and lengthy bespoke work. “Sage HR Online was very interesting to us because it allowed us to skin the Sage offering and incorporate it into our website with minimal investment,” explains Paul. “And it actually provided us with a lot of additional workflow features that we simply wouldn’t have gotten with the bespoke development.”

## Moving to greener pastures

CLAAS UK had a live, working workflow portal within 3 weeks. Sage HR Online not only provided CLAAS UK with a simpler, more intuitive way to manage HR recruitment, but it also integrated seamlessly with their existing website and recruitment methods to enhance their visibility without disrupting business. For CLAAS UK, the benefits of automating their manually-driven HR and recruitment processes were immediate and tangible: “It’s a massive, massive time-saving,” says Paul. Customizable, branded automated responses and simplified, streamlined processes helped empower line managers to move recruiting forward without taking time away from HR managers. “The ability to have automated templates kick out responses to candidates, the auto-response that comes in straight away...it just takes a massive amount of HR and hiring manager time out of the picture. And, that’s where we’re going to see the biggest benefits,” adds Paul. “For the cost of the license and the amount of recruitment we do, it pays for itself on a monthly basis.”

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## Sowing the seeds of continued success

CLAAS has spent more than a century maintaining a legacy of success—one built upon the foundation of family enterprise and sustained by an unyielding commitment to quality people and quality innovations. For this reason, there is perhaps no company that better understands the importance of technology and people for propelling an industry forward. Sage is helping CLAAS UK to uphold these values. Not only does Sage HR Online simplify and improve their HR management and recruiting efficiency, but it also empowers their workforce with the technology their industry requires to stay competitive—now and in the future.

Let us show you how you can improve your communication, employer brand, and talent pipeline using Sage HR Online. For more information visit [www.sagehr-online.com](http://www.sagehr-online.com).

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