

Katrina Strathearn – Portfolio

Organisation: Roubler (Payroll & Workforce Management SaaS)

Project: Ongoing blog posts

Skills: Research, Copywriting

An important part of my role as Marketing Manager at global software company Roubler was to produce SEO-friendly blog posts to engage prospective and current customers.

I wrote both location-specific blogs for readers in Australia, Singapore and South Africa, and blogs that appealed to the challenges of our target audience.

All research, both for SEO keywords and for facts and statistics, and copywriting was conducted by myself.

Examples of this work that follow:

- *Recent Fair Work penalties for underpayments & non-compliance could have been avoided:* <https://roubler.com/au/fair-work-penalties-can-be-avoided/>
- *5 reasons workforce management software belongs in your 2019/20 budget:* <https://roubler.com/au/workforce-management-software-belongs-budget/>
- *Roubler signs KPMG Deal:* <https://roubler.com/au/roubler-kpmg-partnership/>
- *Time and attendance software reviews – what you should know:* <https://roubler.com/au/time-attendance-software-reviews/>
- *How to recognise employees with awards:* <https://roubler.com/au/recognise-employees-awards/>

Recent Fair Work penalties for underpayments & non-compliance could have been avoided

<https://roubler.com/au/fair-work-penalties-can-be-avoided/>

A [media release from the Fair Work Ombudsman on 8 July](#) has reported that the body has secured penalties of \$243,000 against the operators of several fruit and vegetable and flower stores in the Melbourne region.

The penalties were levied for various compliance breaches including gross underpayment of workers, offering less than minimum wage in cash, falsifying employment records, and demanding employees work unreasonable additional hours over and above the Award requirement.

Court action resulted in the Federal Circuit Court ordering A&S Wholesale Fruit and Vegetables Pty Ltd, trading as Parkmore Fruit and Vege Market and Melbourne MarketPlace, to pay the penalties in addition to individual penalties to the company's director and operations manager.

Fair Work Ombudsman Sandra Parker said: "We have no tolerance for employers who think they can choose to pay workers a flat rate of pay that undercuts a worker's minimum entitlements, or who try to hide it with unlawful 'off the books' practices."

While this recent case is shocking in terms of the abuse of power by the employer, it is more shocking in that it was completely preventable.

Some may argue that the Modern Awards system is complicated to interpret and apply, or that the costs of complying and paying employees correctly are harmful to small businesses. However, Fair Work penalties, high employee turnover and the destruction of a company's reputation are considerably more damaging.

The good news is that technology exists to automate Modern Award and Fair Work compliance, preventing underpayment, pay slip breaches, incorrect rostering and non-compliant record keeping.

This new breed of workforce management system – of which Roubler is a leading provider – features in-built [Modern Award Interpretation](#) and compliance tools (for example notifications and alerts when a task breaches a compliance requirement) that are always working behind the scenes to help owners and managers run their workforce correctly. An '[always on](#)' type of compliance protection that takes the work out of meeting your obligations as an employer.

The Fair Work Ombudsmen stated that: "Accurate and timely record-keeping is a fundamental obligation of any employer and whenever we find false records we will consider court action, with increased penalties now available."

While technology is readily available, it is still up to business owners and operators to make the decision to comply with Fair Work legislation.

With Fair Work's tough stance on non-compliance and heavy penalties, it's time that industries who are frequently in the firing line – namely retail and hospitality – invest in their future sustainability by using workforce management software with in-built compliance tools and Modern Award interpretation. And it's not just for their protection – but for the proper treatment and care of their employees to which they owe their success.

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Recent Fair Work penalties for underpayments & non-compliance could have been avoided

July 9, 2019

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Andrew Northcott, CEO & Founder

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5 reasons workforce management software belongs in your 2019/20 budget

<https://roubler.com/au/workforce-management-software-belongs-budget/>

We are entering budget time, and while you may be hesitant to add any big-ticket items to your list for 2019/2020, bear in mind one in particular – integrated workforce management software.

Think about the processes and software you currently use to manage onboarding, rostering, time and attendance and payroll. Do you know exactly how much are they really costing your business? It's likely to be more than you think ([you can find out using this calculator](#)), and more than you really need to spend.

While you are tallying up your expenses for the coming financial year, it's worth considering these five reasons why a new, integrated workforce management and payroll system deserves its own line in your budget spreadsheet.

1. It will save you money on subscription costs for multiple HR & payroll software packages.

It's a hard truth to swallow, but if you are using multiple pieces of software and APIs to connect them, you are wasting money. Firstly, each of these is costing you a subscription fee, and with several systems, the cost per employee adds up quickly.

Secondly, it's also likely you don't use all the features they offer to the full extent (wasted cash right there) and have had to supplement them with other processes and connectors to ensure you have everything you need (more money going out).

An [integrated workforce management platform](#) that consolidates just the right features you need for one subscription fee is a far more cost-effective option. As a bonus – it's easier to track and calculate cost per employee.

2. You'll have tighter control of staff costs (no more over-staffing or unnecessary overtime).

Rostering too many staff on or paying for overtime that shouldn't have been required are huge money pits for businesses with shift-based workforces. Payroll software on its own will only give you a total of what you paid – not what you budgeted. And rostering and timesheet software will only tell you what you've planned to pay (hopefully it's already been calculated using a Modern Award Interpretation engine).

An integrated workforce management system will tell you exactly how much you planned to spend against actual expenditure and with accurate clock-in and clock-out data you can see instantly where overtime and penalty rates are being used excessively. Just by switching to an integrated platform with greater visibility, one of our clients saw a reduction of 26.9% in overtime costs and a reduction of 13.9% in Sunday penalty rates after only one month of using Roubler.

3. You'll improve staff retention and save on recruitment costs.

Recruiting a new employee costs more than just a job ad on Seek. It can cost almost \$5000 to hire a customer services specialist when advertising, recruitment, onboarding, and training are taken into account. It doesn't include the costs associated with lost productivity because you are understaffed (e.g. sales). Can you afford those costs in your budget? Just as it costs less to keep a customer than to attract a new one, your bottom line will be better off if you retain the great staff you have.

Using an integrated workforce management system ensures you roster people correctly (e.g. not when they've booked time off for their sister's wedding), communicate changes to them regularly using an Employee Self Service smartphone app, and pay them properly – all crucial factors in maintaining employee morale and reducing the likelihood that they will leave.

4. Fewer systems mean you'll face fewer technical issues and errors.

The more complicated a system is, and the more connections it needs, the more likely things are to go wrong: the complex human body faces far more issues than a single-celled organism like an amoeba. The same goes for software – when you add more pieces of software, more APIs, more manual intervention, you increase the likelihood that you'll face data errors as information passes from one step to the next. These lead to incorrect pay runs, calls to technical support (expensive if you don't have it in-house) and paying for 'make up' pay runs. Add to that your hourly rate for the time spent sorting out these messes and it becomes quite a costly endeavor.

5. You'll drastically cut your risk of penalties from employment law non-compliance.

We keep harping on about compliance because it's so important to your business, and because non-compliance is expensive and [completely avoidable](#). We don't know of any employers who have a budget line dedicated to penalties from the Fair Work Ombudsman, but for those without a proper workforce management system that's underpinned by [Modern Award Interpretation software](#), they might like to consider adding one in.

A [failure to comply with a breach of the Fair Work Act](#) – for example underpaying an employee – can result in financial penalties of up to \$31 500 for a company and \$6300 for an individual *per infringement*. The cost of just one maximum penalty for one staff member is *43 times more* than an average subscription for workforce management software for one employee.

Interpreting Modern Awards and employment laws is complicated. And unless you have a law degree or are a payroll expert, working out wages and rosters is fraught with danger. Save yourself the money and heartache and ensure every task you complete is compliant by using an integrated workforce management system. Your budget will be healthier for it.

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5 reasons workforce management software belongs in your 2019/20 budget

April 24, 2019

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Roubler signs KPMG Deal

<https://roubler.com/au/roubler-kpmg-partnership/>

Roubler has today announced a deal providing [KPMG](#) customers with access to its [all-in-one cloud-based system](#).

Roubler Founder and CEO, Andrew Northcott said: "It is a privilege to partner with KPMG and provide their customers with our unique and sophisticated workforce management and payroll tools. It's a testament to the Roubler team that the platform has attracted such a high-quality and reputable brand such as KPMG."

Roubler has seen phenomenal growth since it launched in 2016. It has been built to specifically manage the complexities of shift-based workforces throughout the full employment lifecycle from onboarding, rostering, time and attendance, and business intelligence through to payroll, targeting business with 100-5,000 employees, focussing on retail, hospitality and food and beverage operations with multi-site locations.

"Given the complexities of Australia's industrial relations legislation, Roubler's unique ["always on compliance"](#) provides management with complete peace of mind that the software is ensuring day to day modern award compliance on the go. Roubler is the only Australian workforce management and payroll system to truly provide this in a [fully integrated all in one system](#)," Northcott said.

Roubler has also partnered with Australian-based GO1 which last week announced a \$30m round led by Microsoft to offer customers an integrated learning platform with thousands of courses as part of the offering.

Roubler currently operates in Australia, Singapore, South Africa, Hong Kong, Malaysia and is launching UK operations in July, and works with global brands such as Estée Lauder, Guess and Australian brands like IGA groups.

KPMG Partner, David Sofra said: "We're excited to partner with Roubler and combine the expertise of our industry-leading employment tax and payroll specialists with a best-in-class payroll and workforce management digital platform to help our clients to not only achieve accurate and compliant payroll with increased process automation, but also access a broad range of advice on how to enhance every element of the organisations' payroll operations and strategy.

Ultimately, the new service will make complicated payroll matters simple, supporting the management of the employment lifecycle end-to-end and delivering deeper insights to enable data-driven decision-making."

Northcott, who has big plans for Roubler having previously founded and successfully exited one of Australia's largest privately-owned workforce management businesses, says: "Having spent a decade managing thousands of casual employees across such a broad range of industries has provided the intimate knowledge of how to automate and systemise internal processes and maintain compliance whilst generating significant and measurable cost savings for customers.

"I am quite humbled by the uptake of our platform to date. KPMG is a great example of this and I am thrilled to be working with the KPMG team. I am excited about continuing our innovation and helping businesses automate and improve their employee engagement both here in Australia and globally. We are different. We are special. I am excited to see what we look like in 2025 and 2050."

Words by Katrina Strathearn

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You can read more about the partnership on the Australian Financial Review.

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Time and attendance software reviews – what you should know

<https://roubler.com/au/time-attendance-software-reviews/>

Congratulations – you’ve made the leap to find a new [time and attendance system](#)! Searching for new software isn’t an easy task, made only more difficult when you start sorting through hundreds of time and attendance software reviews online. We understand your pain, so we’ve pooled our knowledge to provide you with some insider tips on unravelling these reviews to get the information you need to decide what software is right for your business.

Those lists of “The best Time and attendance software for 2019”

These lists can be found on larger software marketplace sites, HR technology review sites and industry magazine websites.

They often have detailed descriptions of the product’s features and advice about what type of business it’s best suited to. Do you need a timesheet app for staff or is an onsite timeclock kiosk more suitable? These ‘best of’ lists are great for comparing products and features, so take a good look around.

These types of reviews are great for getting a feel of what’s available in the market and will help you narrow down your search to a handful of suppliers that may suit your business. However, they will not list *all* products available so don’t rely on them exclusively.

Be mindful that some are written by independent technology and software experts, some are written by journalists while others are written by the product developers and suppliers themselves (in which case they may have paid for the review). The level of bias will greatly vary here so stay objective.

A star-based software review can't tell you everything

Star ratings give you an instant indication of quality and can be useful to help you weed out suppliers in your initial search.

However, as pointed out in the section above, there is a certain level of bias involved. These ratings, unless conducted by genuine experts, are often highly subjective and should be considered together with written reviews and testimonials.

See for yourself – get a software demonstration

Yes, they are time-consuming, but the best review you can get is your own! It’s then easier to assess other reviews against your experience and knowledge of the product – whether good or bad.

The trick here is to ask as many questions as you can. Don’t be a passive observer – it’s important to find out exactly what it can, and can’t, do. Prepare yourself with a list of your essential requirements so you don’t miss anything (this guide includes a list to get you started).

Don’t forget to quiz them about the how the time and attendance software works from both a manager and employee’s perspective e.g. What does the timeclock kiosk look like? What do employees see when they sign-in? How to managers view and approve time and attendance data?

Mr Bright Side - Testimonial videos, case studies and quotes

These are usually on the supplier’s website, so of course they are going to tell you how great the Time and attendance software you are looking at is.

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Where they have real value is in helping you see how the product may work for you by getting first-hand information from a similar business.

Also, don't forget to look at their 'Our customers' page (it's usually got lots of logos on it) to see what other types of companies use the software. Bigger brands aren't always an indication of whether the product is suitable for you – particularly if you are a small business.

If you feel you need more information, why not look up the people who gave the testimonial on LinkedIn or Twitter and ask for more advice?

[See our reviews](#)

Compare apples with apples

When looking at any type of review, make sure you are comparing like with like. Be clear on what you are looking for – whether that's stand-alone online timesheet software or an integrated workforce management and payroll system that includes time and attendance functionality. You'll then have a better idea of the features and pricing structures you need to compare.

Our greatest advice is to seek a variety of different types of reviews to get a more holistic view of the system(s) you are considering. If you'd like further information about [searching for time and attendance software, download our free e-book](#).

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FIVE STARS
GREAT SERVICES
PERFECT I'AM HAPPY
WOW !!! TOP NOTCH
EXCELLENT
WORTH FOR MONEY
RECOMMENDED

BAD EXPERIENCE
WORST AWFUL
UNSATISFACTORY
POOR QUALITY
NEVER AGAIN
I HATE IT UPSET

Time and attendance software reviews – what you should know

March 26, 2019

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How to recognise employees with awards

<https://roubler.com/au/recognise-employees-awards/>

Employee award submissions often get left in Manager's 'nice to do when we have time' pile. But, formally and informally recognising your employee's achievements and great work is equally as important as financial rewards when it comes to employee engagement and motivation. Understanding exactly why recognition is so important, and how you can use formal awards programmes to facilitate this is a smart way to build employee motivation, team morale and encourage sustained high performance.

To celebrate Roubler's sponsorship of the Store Manager of the Year category for the [2018 National Retail Awards](#), we've decided to uncover the ins and outs of this topic.

Why recognising and praising employees is so important

"People work for money but go the extra mile for recognition, praise and rewards." - Dale Carnegie, Leadership Training Guru

It improves performance

A [study conducted by the Society for Human Resource Management](#) in 2016 found that 79% of employees believed recognition made them work harder, and 78% felt recognition made them more productive.

Similarly, an [experiment conducted by the Centre for European Economic Research](#) found a strong correlation between recognition and improved performance, when recognition was given to several top performers (for example the top three), rather than exclusively to the performer or to all employees. Positive effects were also seen in non-recipients who felt motivated to improve their performance to match their peers.

Significantly, they found that a factor in the success of using recognition and appreciation is that employees are reciprocal. When employers show that they care about and appreciate their employees, this will be reciprocated by employees in the performance and quality of their work.

It is valued more highly than money

[Research](#) has found that for highly complex tasks that require high levels of knowledge, skill capacity, behavioural ability, information processing and persistence, recognition takes on more importance for the person than other rewards such as money. Recognition fulfils a deep psychological need to validate one's self-worth, technical and emotional abilities and contribution to a group. Vivaly, this recognition represents an understanding that their manager values their skills, helping to build a trusting relationship with them.

Recognition is an endlessly effective strategy

"The broad appeal of recognition is that most practicing managers believe it applies to everyone (top to bottom in the organization), no one gets too much of it (no satiation principle here), it is available to everyone to use, and it doesn't cost anything." [Fred Luthans and Alexander Stajkovic](#)

While the above statement was made in relation to informal ways of recognising and praising employees (e.g. the simple yet valuable 'Great job' email or verbal statement), the first three points can be applied to more formal means of recognition like internal and external awards programmes.

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The law of diminishing returns doesn't apply here – the more you recognise employees for their work and achievements, the better they perform. They are also more likely to want to find ways to recognise each other's talents and efforts.

There's also no limit to who should be recognised: everyone from the CEO to the cleaner deserves and needs praise and appreciation.

How to use awards programmes for employee recognition

Awards fall under the 'formal' category of recognition. And while you and your managers may be put off by the entry fee and time required to create submissions, the return you receive in terms of performance and morale will far outweigh your initial investment.

Importantly, awards can offer managers and staff a structured opportunity to remove themselves from the daily grind and reflect on achievements and look at the strengths of their team and of individual members.

The question therefore isn't "Should we enter our staff in awards to recognise their work?", it's "How should we use awards to recognise staff to get the most benefit?"

Be clear on why you are doing it. Are you entering your employees, team or organisation into an awards programme for publicity or because you genuinely feel that it is an important way to recognise hard-work and achievement? The positive benefits of recognition through awards will only be felt if there is a genuine intent behind it. This intent needs to be articulated when you communicate to nominees about why you've entered them for an award.

Encourage employees to nominate themselves and others. Create a culture of recognition and acknowledgement by regularly updating managers and teams about relevant awards programmes that they might like to enter or nominate others for. Provide employees with the time and support they need to write submissions during business hours.

Choose your awards programme wisely. Ensure that the award you are submitting an entry for has meaning for the potential recipient and relates directly to their work achievements – the more specific the award is, the more it demonstrates how deeply you understand the effort they put in. Externally run awards programmes will have more impact as internal programmes can be the subject of bias.

Don't use awards in isolation of other recognition activities. Integrate awards into a broader annual programme of employee recognition activities such as internal awards, thanks in internal newsletters or team meetings and thank you letters. This programme should then be viewed as an investment within a [broader employee development plan](#).

Use awards to celebrate large projects. It can often be anti-climatic for a team if they have worked tirelessly on a project only for it to end with no celebration. Nominating themselves or being nominated for an award can help to sustain the momentum and excitement, and a win brings the best type of satisfaction and closure.

Remember the small things. All awards must be supported by genuine, one-to-one conversations where managers express their appreciation and explore what made the outcome such a success.

Please remember that recognition is an ongoing and regular task. Acknowledging employees once may have an initial effect, but unless it is regular and genuine, the impact fades. A study reported in an article by Will Yakowicz in Inc found that 80 percent of employees who were recognized within the past month felt fulfilled. This dropped to only 42 when they hadn't received recognition in more than two years.

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Exhausting as all of this may sound, regular and genuine recognition – including external awards programmes – really does play an important role in motivating employees and is a huge contributor to staff satisfaction.

In the meantime, why not say a heart-felt ‘thank you’ to a team member today? It is as important as any big gesture.

Words by Katrina Strathearn

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How to recognise employees with awards

August 14, 2018

Employee award submissions often get left in Manager's 'nice to do when we have time' pile. But, formally and informally recognising your employee's achievements and great work is equally as important as financial rewards when it comes to employee engagement and motivation. Understanding exactly why recognition is so important, and how you can use formal awards programmes to facilitate this is a smart way to build employee motivation, team morale and encourage sustained high performance.

To celebrate Roubler's sponsorship of the Store Manager of the Year category for the 2018 National Retail Awards, we've decided to uncover the ins and outs of this topic.

Why recognising and praising employees is so important

"People work for money but go the extra mile for recognition, praise and rewards." - Dale Carnegie, Leadership Training Guru

It improves performance

A study conducted by the Society for Human Resource Management in 2016 found that 79% of employees believed recognition made them work harder, and 78% felt recognition made them more productive.

Similarly, an experiment conducted by the Centre for European Economic Research found a strong correlation between recognition and improved performance, when recognition was given to several top performers (for example the top three), rather than exclusively to the performer or to all employees. Positive effects were also seen in non-recipients who felt motivated to improve their performance to match their peers.

Significantly, they found that a factor in the success of using recognition and appreciation is that employees are reciprocal. When employers show that they care about and appreciate their employees, this will be reciprocated by employees in the performance and quality of their work.

It is valued more highly than money

Research has found that for highly complex tasks that require high levels of knowledge, skill capacity, behavioural ability, information processing and persistence, recognition takes on more importance for the person than other rewards such as money. Recognition fulfils a deep psychological need to validate one's self-worth, technical and emotional abilities and contribution to a group. Vitaly, this recognition represents an understanding that their manager values their skills, helping to build a trusting relationship with them.

Recognition is an endlessly effective strategy

"The broad appeal of recognition is that most practicing managers believe it applies to everyone (top to bottom in the organisation); no one gets too much of it (no satiation principle here), it is available to everyone to use, and it doesn't cost anything." Fred Luthans and Alexander Stajkovic

While the above statement was made in relation to informal ways of recognising and praising employees (e.g. the simple yet valuable 'Great job' email or verbal statement), the first three points can be applied to more formal means of recognition like internal and external awards programmes.

The law of diminishing returns doesn't apply here - the more you recognise employees for their work and achievements, the better they perform. They are also more likely to want to find ways to recognise each other's talents and efforts.

There's also no limit to who should be recognised: everyone from the CEO to the cleaner deserves and needs praise and appreciation.

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