



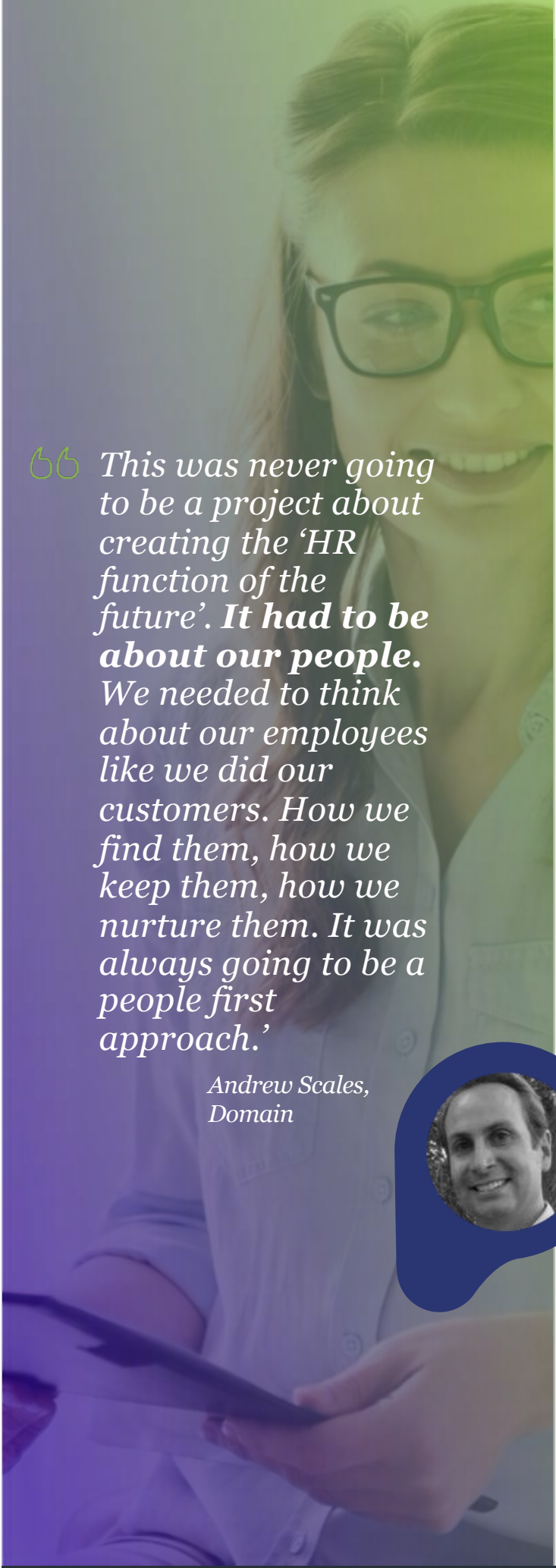
Domain group

# Moving on up

**How a people-first approach to HR Tech got Domain Group from 'business case' to 'case study' in less than 12 months.**

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**Domain**



“This was never going to be a project about creating the ‘HR function of the future’. **It had to be about our people.** We needed to think about our employees like we did our customers. How we find them, how we keep them, how we nurture them. It was always going to be a people first approach.’

Andrew Scales,  
Domain



When Domain Group separated from Fairfax Media in November 2017, despite reporting gross profits before costs of \$57.3m for the six months to December, the real estate business was in for a testing time. It needed to roll off a tapestry of existing HR systems and onto a new, independent HR technology platform within the year. Pinpoint HRM was in the house to help bring the project home.

When Andrew Scales, Head of Employee Rewards and Systems, joined the newly ASX listed Domain Group in April 2018, he understood the scale of his remit.

He needed to take the external drivers of Domain’s success, its ecosystem of multi-platform solutions and digital products delivered to a growing community of residential and commercial real estate customers and ignite them internally for employees.

To do this, Andrew had to find a digital HCM solution to improve and transform the leading property group’s employee experience and promote a people-centric culture. And quickly.

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*Everyone, including many of our own people, said it couldn’t be done in time,’ says Andrew, who had a critical deadline of six months to search and select a single, seamless HR solution to help meet their business needs.*

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Parameters and constraints were tight. The new HR solution had to address what Domain wanted to be great at; employee experience, and support what it needed to be good at; fundamental payroll, time and attendance requirements. And it needed to implement this innovative technology transformation under its control and ownership.

Andrew understood Domain's IT and HR teams didn't have the capacity to support the project to completion without external expertise and additional resources. He had to search outside Domain's backyard.

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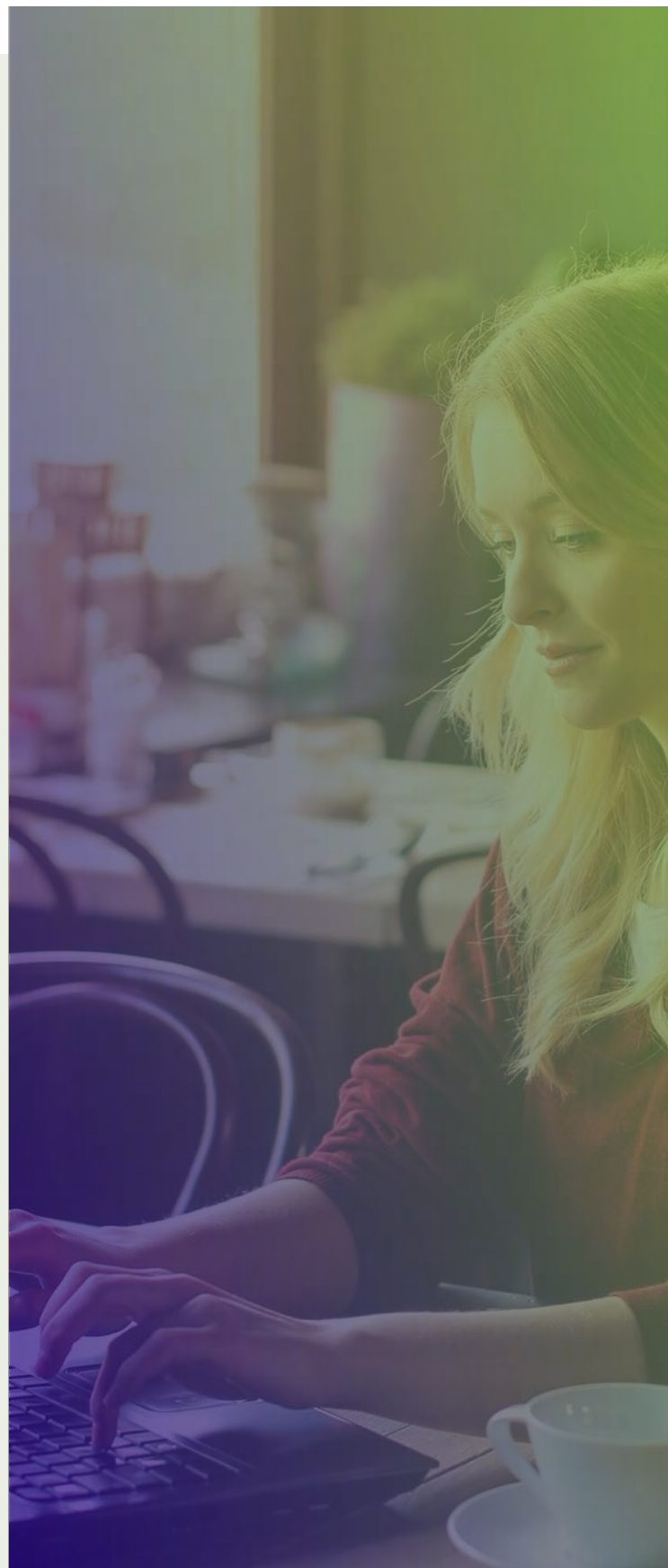
*What he found was a perfect partnership. Cornerstone OnDemand, a unified Talent Management System, and Pinpoint HRM, an HR technology consultancy to provide capability and capacity in Cloud HR technology services.*

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While Cornerstone was able to fulfil Domain's employee experience priorities, their payroll and workforce management requirements were yet to be met. For Andrew, it became clear that no single software vendor was able to cover off all their HR needs.

Drawing on this premise, he looked to Pinpoint HRM to help design, implement and support a multi-vendor, managed solution.

**“***We wanted minimal vendors. Pinpoint HRM said they could do that,’ says Andrew. ‘We wanted minimal contracts. They executed it all for us.’***”**



The solution? Cornerstone on Demand for Talent Management integrated with Payroll Metrics to address payroll and time requirements. Pinpoint HRM also offered ongoing support for integration, upgrades, optimisation and payroll outsourcing.

With the clock ticking, Domain and Pinpoint HRM split the project into two phases. Phase one included Core HR, Payroll, Leave, Time, Recruiting and Onboarding and included a two-way integration between Cornerstone and Payroll Metrics. Phase 2 focused on Cornerstone's Learning, Compensation and Performance modules.

Critically, the project was delivered on one contract, under budget and on deadline.

With the new system operational, Andrew says Domain is enjoying high levels of employee satisfaction and internal adoption. 'We have over 750 active users with 95% of employees and over 80% of managers who 'like' or 'really like' their experience of the system'.

Domain will soon launch its Employee Experience Metric of the Month program, an initiative to educate and inform managers of the value of employee-related metrics.

“We’ve disrupted the whole perception of HR within Domain,’ says Andrew, who joined Domain from QBE and Westpac where he oversaw employee merit reward systems and risk strategies.

‘We’re now a proactive, lean employee experience team, fully supporting our internal customers, enabled by a seamless and integrated service delivery platform. We got there with the help of Pinpoint HRM. They are a fabulous team that are a key part of our success story.’

95%


Of employees love or like the new system



Helping evolving organisations  
achieve Digital HR transformation -  
easier, better and faster.

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