

# Driving diversity and inclusion at Lookers with Zellis solutions

We recently delved into the details of our ongoing collaboration with leading national car sales organisation, Lookers, in a conversation with their Head of HR Operations, Michelle Thompson. As part of our long-standing partnership, we recently supported Lookers in rolling out Zellis HCM with a key driver of creating a Diversity, Equity and Inclusion (DEI) Dashboard, enabling them to gain deeper insights into their employee demographics and foster a more inclusive environment.



# Lookers

# Background

The Lookers Group operates 150 dealerships and has a dedicated team of 6,500 professionals across the UK and Ireland. Lookers is committed to prioritising the development and empowerment of its people.

As a leading company in the car sales industry, Lookers recognises the importance of increasing diversity within what could be seen as a traditionally white male industry. This will help them better serve their diverse customer base and attract creativity and innovation. Lookers needed a solution that would allow them to collect and analyse data on employee demographics and individuality, while also providing an intuitive and customisable user interface for those inputting their data, and those working with it. Lookers implemented a powerful Zellis DEI dashboard which has improved their HR operations driven data-informed decision-making as part of their ongoing diversity initiative.



# The Situation

Lookers want to enhance diversity within their industry, specifically by changing the perception of certain roles to attract not just women, but a range of individuals from all demographics and backgrounds. The starting point was a comprehensive overview of their current workforce, to enable them to better understand what needed to change.

As part of this diversity initiative, entitled LIFE (Lookers Is For Everyone), Lookers set a goal of having 75% of employees express their individuality by April 2024.

However, existing processes lacked the capability to collect and report on employee demographics and individuality. In addition, their current systems made it challenging for employees to access and interact with HR-related information.

A customised form created using Zellis HCM MyForms allowed employees to submit their data which seamlessly updated their HR profile. The data is then available to HR teams to view the data via the DEI Dashboard. This approach provides a seamless user experience for both employees and HR.



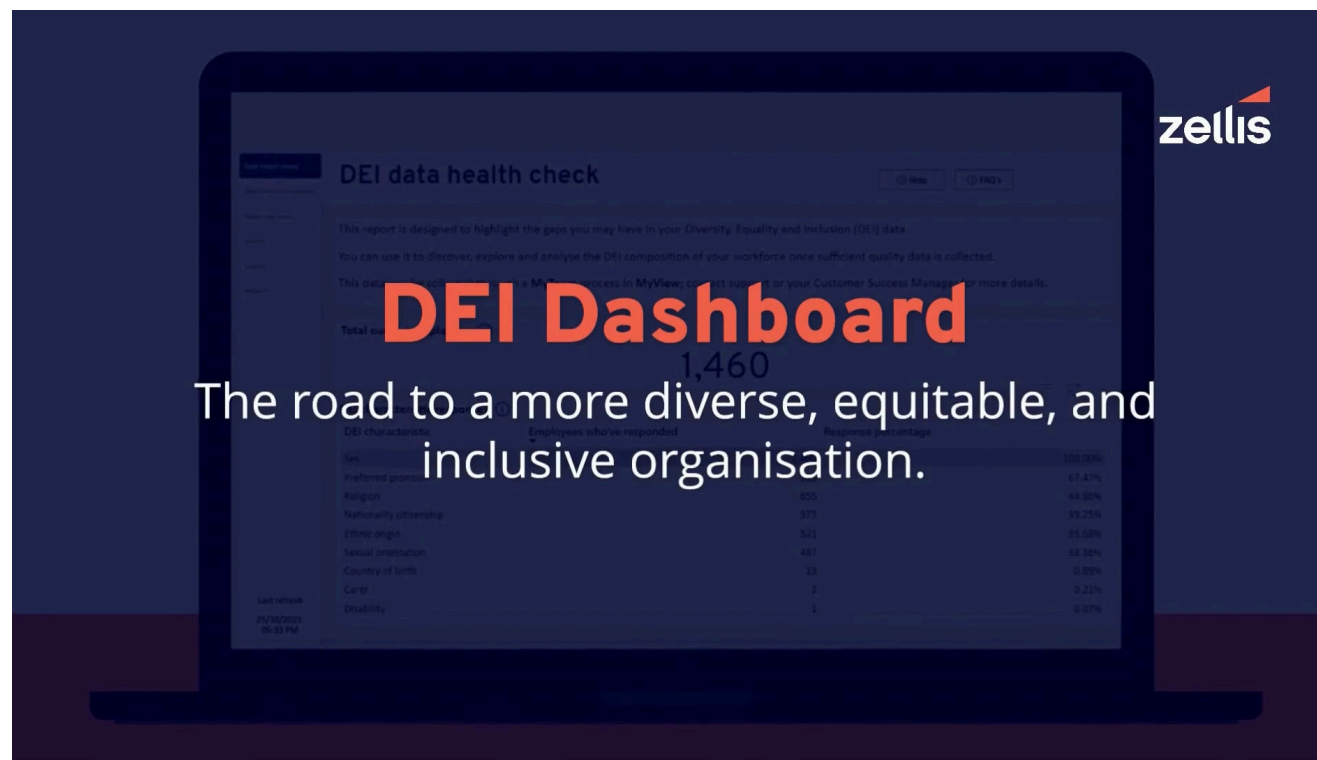
A photograph of a young Black man with a short beard, smiling broadly while driving a car. He is wearing a bright green jacket over a yellow hoodie. The car's interior, including the seat and steering wheel, is visible. The background shows a blurred outdoor scene with greenery.

## Solution

The implementation process was led by Michelle Thompson, who configured the dashboard according to the specific requirements of the company, choosing which data points to collect from both existing employees and as part of employee onboarding for people joining the organisation.

Collecting sensitive data is always difficult. Data security is crucial, the Zellis platform provides a simple and straightforward experience for users that enables HR to gather the necessary information, while limiting access to anonymised data to only those who need it.

Customisable dropdown options provide straightforward data capture for the best data outcome, and a simple user experience for those providing sensitive information.



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"it is really adaptable in terms of what you could do within your business because each business is different. we've all had experiences where you want to change something, but you have to wait for the vendor to make the change. the majority of things you want to customise can be done with in-house capabilities,"

Michelle Thompson

The strong relationship between the Zellis team and Michelle enables them to work closely together to maximise the results they get from all Zellis solutions. The team provides ongoing guidance and assistance to ensure the smooth implementation of any new component, as well as keeping Lookers informed about updates and upgrades.

The new DEI dashboard has led to valuable insights into workforce demographics, which can be included in unlimited predefined reports. These enable Lookers to make data informed decisions and create targeted initiatives to support their goal of improved diversity and inclusion.

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“Being able to share some of those good bits with the business, as well, on a platform that they're used to is brilliant. I can provide access to a predefined report in Power BI and they can go in and out of that and do as much or as little as they wish to.”

Michelle Thompson

The dashboard also allows for the consolidation of data from various areas of the business, allowing comprehensive reporting and analysis that was not possible before. Like many organisations, Lookers has data from several areas which, when combined with newly gathered information, is highly valuable.





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"We have a lot of data about our people, but we also have a lot of data elsewhere and if we can bring that all together, I think that's where the magic starts to happen."

Michelle Thompson



## An ongoing partnership

Zellis solutions continue to provide ongoing benefits to Lookers HR processes, beyond this DEI project, including significant time savings for both employees and HR administrators.

Zellis HCM has also enhanced the employee experience through the personalised MyPay Pro app. Employees have easy access to their payslips, can compare earnings across different periods, quickly see the deductions made, and find answers to frequently asked questions. This self-service capability empowers employees and reduces their dependence on HR for routine inquiries, further alleviating the burden on the team.

"To be honest, I really like the new module. It wasn't very hard to put in. The new payslips look so much better than the old payslips. You can compare take home pay to what it was last month or six months ago, 12 months ago, which is really good in our sector because they get a lot of variable pay," said Michelle.

"We are now looking at [MyView PayNow](#) as a means of allowing colleagues to access their earned wages before the regular payday."

The collaboration between Lookers and Zellis has been instrumental in addressing diversity and inclusion in this forward thinking organisation. By implementing Zellis HCM including the DEI dashboard and leveraging Zellis' innovative tools, Lookers has successfully streamlined their operations, enhanced data visibility, and empowered their workforce. The valuable insights into employee demographics enables Lookers to make informed decisions and employ initiatives that align with their goal of changing perceptions in this male-dominated industry.

Improving diversity and inclusion in our organisations requires ongoing effort and dedication. By employing data-informed solutions, like the DEI Dashboard, businesses can gain deeper insights into their workforce and create a more inclusive environment.

Together we can foster diversity, empower individuals, and create a workplace where everyone feels valued and included. If you'd like to find out more about Zellis solutions, get in touch today.



# Lookers