

Case Study

Lovisa

A managed payroll services case study featuring Links International





About Lovisa

Formed in 2010 and headquartered in Melbourne, Australia, Lovisa is a 'fast fashion' jewelry brand operating a chain of over 800 stores globally across 32 countries.

Lovisa's mission is to bring brilliantly affordable, on-trend jewelry to the world while delighting its customers with a commitment to continually improving the Lovisa experience, which is enabled by its growing workforce of more than 6,500 retail associates globally.

The company continues to fuel its growth by continuously expanding its footprint to shopping malls in new countries with an expansion strategy that results in a new store opening nearly every week.

To facilitate its strategic growth plans, Lovisa sought a managed payroll services partner to enable a compliant, scalable platform capable of supporting its unique workforce needs across the Asia Pacific region.

Challenges

Supporting a fast-moving organization with an aggressive global growth strategy poses many challenges and potential risks for HR and payroll leaders. Lovisa quickly found its employee footprint stretching well beyond its ANZ roots, resulting in multiple payroll vendors and in-country solutions supporting its Asia Pacific workforce.

With unique employment requirements in each country, Lovisa recognized its disparate landscape of payroll solutions lacked the flexibility, agility, and scalability to support its ambitious plans. The mix of payroll solutions meant fragmented reporting, a lack of modern employee self-service technology and tools, and critical processes left out of scope due to provider limitations.

Leave management was a glaring gap for some countries as local providers were unable to support the critical process. This meant manual work for Lovisa's payroll team, delayed responses to workers seeking leave, and a poor overall employee experience.

Lovisa sought a managed payroll services partner with direct in-house capability that could leverage its deep APAC compliance expertise and 'out of the box' thinking to meet its needs and solve complex challenges along its journey.

Lovisa also required a partner with modern infrastructure to enable a highly compliant, flexible, and scalable operating model to enable the organizational agility it requires to facilitate its continued growth.



Solution



Deployed the LinksOne platform technology across four in-scope countries with the ability to add more countries in APAC as needed



Provided modern, mobile-first employee and manager selfservice tools, including Payroll Dashboard to track and approve regional payrolls



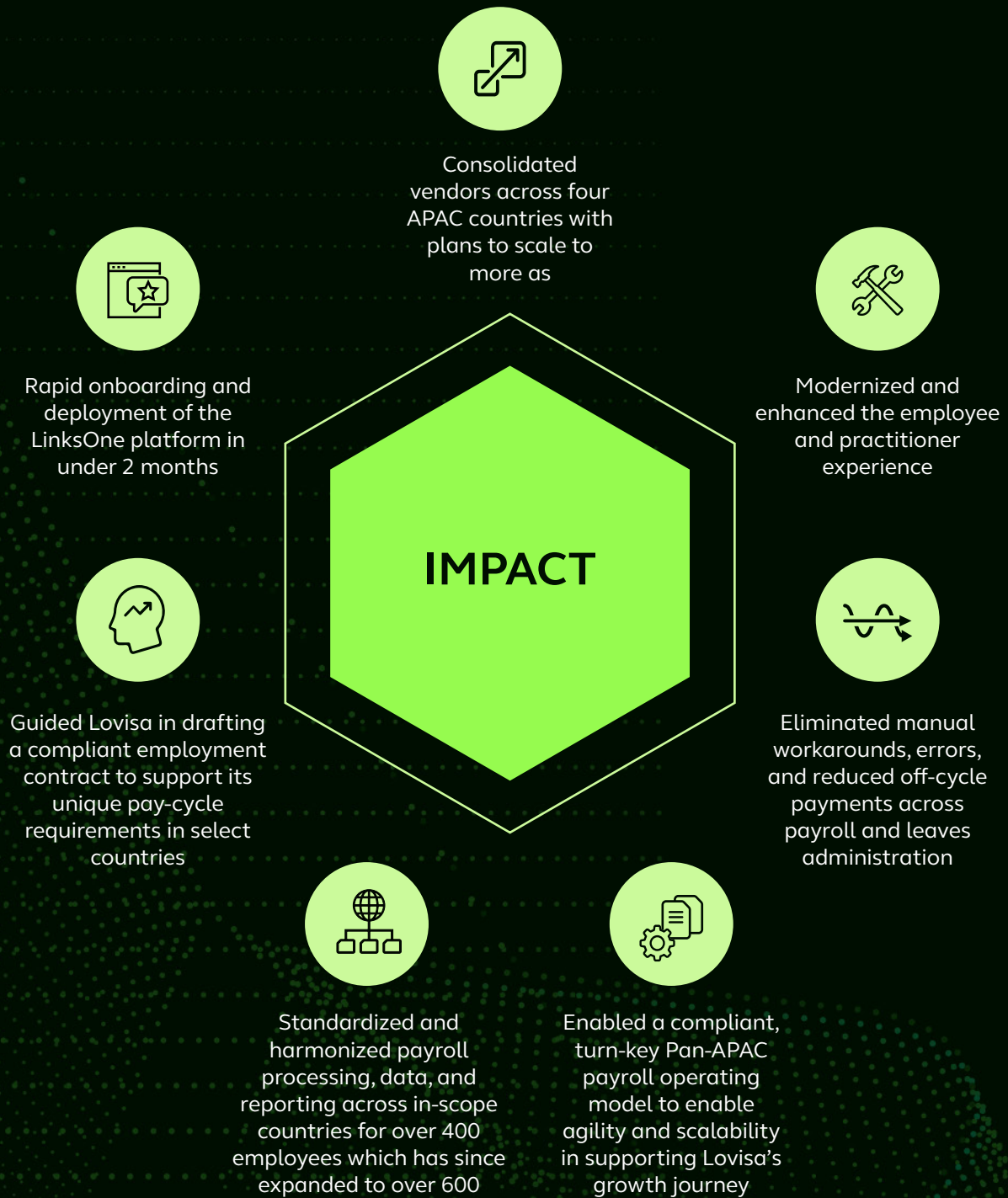
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Facilitated managed services in support of Lovisa's leave administration process, including empowering employees through self-service technology



Links understands our business and thinks outside the box to solve emerging compliance challenges, guiding us to enable our strategic plans in the APAC region.

Whatever we've tasked them with, Links has delivered!

Elke Peters
Global Payroll Manager
Lovisa

Why Links International

Key factors of Lovisa's selecting Links International as its go-to Pan-APAC payroll provider include:



Modern payroll infrastructure and user experience



Rapid deployment capability of Links' solution



Deep APAC-focused compliance expertise and advisory enabled by 100% in country support through local offices



Highly consistent and positive customer experience and results



Eliminated the need for multiple payroll vendors and solutions per APAC country



Direct model (no 3rd party providers required) of organically developed payroll technology, expertise, and leading practice process design and compliance



Partner approach and attention to a high touch, high-quality customer and employee experience

The logo for Links International, featuring the word "Links" in a large, white, sans-serif font above the word "INTERNATIONAL" in a smaller, white, sans-serif font. The logo is set against a blue circular background with a white border, which is itself inside a larger green circular frame with a white border. The entire logo is positioned in the upper left corner of the page.


Links
INTERNATIONAL

About Links International

Voted Asia best HR Outsourcing partner for 8 consecutive years, Links' specializes in managed payroll and Employer of Record (EoR) services in Asia, providing in-country service delivery and highly integrative and user-friendly payroll technology. Links' team of 200+ Asia HR experts provides in-country support from 14 offices across Asia, delivering expert HR advice and industry best practices to Asia's leading businesses.

www.LinksInternational.com

About Pete A. Tiliakos

A circular portrait of Pete A. Tiliakos, a middle-aged man with short, light-colored hair, wearing a dark suit, white shirt, and blue tie. He is smiling slightly. The portrait is set against a dark background and is framed by a white circular border, which is inside a larger green circular frame with a white border. The portrait is positioned in the lower left corner of the page.

Pete is globally recognized for his extensive knowledge, coverage, research, and advisory in the payroll, employer of record services, payments, and HCM technology marketplace. His research and perspectives are widely leveraged by both practitioners and providers as he is a regular contributor to industry publications, associations, and events and the co-creator and co-host of the HR and Payroll 2.0 podcast and host of The Source by DailyPay podcast.

Pete leverages unique market expertise from over 30 years in HR and payroll technology, services, and transformation. His experience includes roles in Fortune 100 payroll leadership, HRO pre-sales, and solution design, 'Big-4' consulting, and Director of HR Technology and Services Research for leading analyst firms.