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How Employment Hero helped this field marketing giant take the admin out of activation

 Case Studies



How Employment Hero helped this field marketing giant take the admin out of activation

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At a glance



Company

Brand Influence Group

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(NZ)

Read the case study in

- ✓ You manage a distributed or rapidly scaling workforce across ANZ.
- ✓ You're juggling high-volume onboarding and complex rostering.
- ✓ You want to reduce admin overhead while improving compliance and data accuracy.

About Brand Influence Group

[Brand Influence Group \(BIG\)](#) is one of the largest field marketing and merchandising companies operating across Australia and New Zealand. Working with iconic names like Red Bull and Huawei, BIG specialises in in-store activation and brand representation for leading FMCG and tech brands.

From national campaigns to eye-catching in-store displays, none of this magic happens without their thousands of reps out in the field every day. We caught up with BIG's HR and Payroll Manager, [Leo Yuan](#), to chat about how Employment Hero has been helping them scale their people operations smoothly across both sides of the Tasman for over 12 years.

Retail-ready from day one of onboarding

Managing thousands of casual and part-time staff, often joining daily, meant that onboarding at BIG had to be airtight. With [Employment Hero](#), BIG finally found a platform that could handle the volume without breaking a sweat.

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*...e have major clients like
...eting campaigns across
... and compliantly."*

...are. BIG relied on a tangle of

*...sure documentation was up to
' Leo says.*

...ontrol. The automated onboarding
...paperwork digitally, with

"Offer letters, contracts, employee records – it's all in one place," says Leo. "It's crystal clear from the start."

From field data to fast decisions

With such a high-velocity workforce, [real-time analytics](#) are critical.

"We need to know what's really happening – how many starters, how many leavers, what's driving turnover," says Leo. "The HR data Employment Hero provides is a huge help."

BIG also relies on compliance updates and HR templates to stay aligned with changing employment laws. These features ensure their HR processes are consistent and legally sound without constantly needing to consult external advisors.

The power of self-service

With over 5,000 employees active across ANZ, BIG's HR team needed to avoid being a bottleneck. Enter the self-service employee portal, one of the platform's most valued tools.

"The employee self-service model is probably the most useful feature," says Leo. "Without it, we'd need six more people just to handle basic requests."

Now, employees can manage their own profiles, leave requests, and timesheets – massively reducing the number of admin queries and streamlining processes across the board.

"Everyone has access, and it's simple."

Casting the right talent faster and

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[recruitment tool](#) to find stronger

n is already using it to source

er picture

Thanks to automation, BIG's HR team now has the bandwidth to focus on more strategic initiatives.

“With much of the admin now automated, our HR team has more capacity to focus on employee engagement, culture-building, and leadership development,” says Leo.

That time savings has also enabled BIG to invest more in growth projects, with confidence that Employment Hero is handling the employment processes in the background.

12 years going strong...

BIG has been with Employment Hero since 2013 – an incredible run in the fast-paced tech world, considering how often they’ve been approached by other HR platforms.

“There’s no reason to leave: it’s integrated, local, and it works,” Leo shares. “You don’t have many competitors who can do what you do across both Australia and New Zealand.”

And he’s been spreading the good news, too.

“I’ve already referred two or three customers to you. It’s a game changer for businesses like ours.”

Want to experience Employment Hero for yourself?

Whether you’re onboarding thousands of reps weekly, managing compliance across borders, or simply trying to cut back on admin, Employment Hero is your backstage pass to HR success.

Employment Hero is your all-in-one Employment Operating System for HR, payroll, and recruitment built to simplify compliance, automate admin, and empower your people. From

employee lifecycle so you can
business.

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Acknowledgement of Country

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

What we do

Employment Hero is an end-to-end HR, payroll and recruitment solution designed for Australian businesses. Our suite of powerful employment tools help streamline your workday, so you can focus on what matters.

News, resources and insights – delivered to your inbox. Subscribe.

*Work email

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