

## INTERNATIONAL EXPORT LINKS WITH CANADA

Despite the apparent tough times being experienced by many businesses worldwide, Alasdair & Julie Ross, Directors of We do HR Limited, a successful human resources consultancy based in the North East of England, have taken the bold steps of launching into new markets by building a strategic alliance with Mike Bennett and Alex Gallagher of ENGAGE human resources solutions Inc based in Ontario, Canada. In order to do so they set up a new company called Answers in a Box Limited and developed Answers HR, a fully functioning human resource management system for small businesses that deals with the HR admin function allowing the business owners to focus on growing their business rather than dealing with employee issues.

Earlier this month, Answers in a Box Limited, alongside their new partners ENGAGE, hosted a glittering evening at the residence of Jonathan Dart, the British Consulate General, in Toronto, Canada to launch Answers HR into the Canadian small business sector. Supporting the event were Sir Neville Trotter and David Coppock from UK Trade & Investment who over the past 8 months have been providing advice to Answers in a Box Limited on how to build contacts and strategic links with businesses across the Atlantic.

In developing the Answers HR, Alasdair Ross, Managing Director of Answers in a Box said “Over the past couple of years the concept of Answers HR has evolved into a fully secure web-hosted employee self-service system



offering employers everything from holiday and absence management, employment contracts, relevant policy and procedures with automatic updates to all staff, and much more. A major difference to other HR systems is that it has been designed with the end user in mind making it easy and intuitive for employees to use and access, and all at about a third of the cost of similar HR software and has multi-language; country; region and time-zone functionality built in at no extra cost. Another major inclusive benefit is access to a HR expert based locally to your business who cares enough to be interested in finding your business the right solution, rather than just a faceless call centre operative somewhere on the end of a phone.”

*From Left to Right:* Jonathan Dart – British Consul-General, Alasdair Ross – We do HR, Mike Bennett – ENGAGE human resources solutions, Julie Ross – We do HR, Sir Neville Trotter and David Coppock – UKT&I

Mike Bennett of ENGAGE said “Partnering with Answers in a Box Limited on this project and helping the product grow in Canada made perfect sense to us. As a growing consultancy, we were seeking ways to support the smaller sized businesses more cost-effectively and Answers HR hits the mark. Through the system we can deliver an effective toolkit of human resource material to local HR consultants that will help businesses to grow and become more strategic when managing their people issues. We are also working with We do HR on some international links of our own to import some of our expertise back into the UK. It is an exciting time.”

In developing Answers HR Alasdair Ross said “It was important to provide businesses the affordability of a comprehensive human resource provision without them having the added cost of either HR in-house or an external HR consultant, and at the same time giving them the reassurance of a comprehensive HR resource that would help prevent them exposing themselves to all sorts of employment law issues.”

To find out more call **0800 980 7377** visit: [www.answers-hr.co.uk](http://www.answers-hr.co.uk) or e-mail: [info@answers-hr.co.uk](mailto:info@answers-hr.co.uk)