

# EMPLOYMENT LAW ESSENTIALS



OPEN THE DOOR  
TO NEW BUSINESS  
OPPORTUNITIES

# Opening the door to business success

## Employment Law Essentials

Tel: 0870 300 3809  
Email: [info@eleonline.com](mailto:info@eleonline.com)  
[www.employmentlawportal.com](http://www.employmentlawportal.com)

### Are you offering your clients the complete package?

In a competitive market, your clients are looking for added value and superior customer service. With Employment Law Essentials' award winning HR web service, designed specifically for employment lawyers and their commercial clients, you can provide this - and much more - within just two weeks.

Our innovative web service package, rebranded for your firm, enables you to offer new and existing clients streamlined HR management systems combined with employment law guides, forms and letters plus convenient channels of communication and the benefit of your expert advice and contracts and policies drafted by you for their company. All this on a hosted platform with the convenience of 24/7 access in the office, at home

### Adding value for a competitive edge

Developed within your firm's brand, your new on-line facility will add real value for your clients. And by complementing your existing services with a reliable, high quality online administration system, you could:

- Win more commercial clients - by opening doors to new business and helping you to close the deal
- Develop new income streams - clients pay an annual retainer for access to the system, which provides revenue year on year with minimal effort
- Improve client retention rates - your clients will rely on your service to manage all their HR data and research routine HR matters which will help to build a long lasting and profitable relationship

Plus, you can use our practical marketing materials, monthly employment law newsletters and HR blog to stay in touch and raise your profile.



## What ELE Does

■ We create your HR web service using our technology but clients only see your brand

■ We look after the central legal content including guides, forms, letters and updates

■ We provide you with excellent customer service and support and your clients with a Freephone Technical Helpdesk

■ We supply tried and tested sales & marketing materials to help you secure new clients

■ All this is included in the Licence Fee. There are no hidden extras.



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### An invaluable resource for all your clients

With Employment Law Essentials' pioneering technology, clients can manage employee issues efficiently and effectively online through a comprehensive range of features, all under your brand, including:

- Contracts of employment and staff handbooks (drafted by you)
- Advice Bank for sharing your written advice with individual clients
- Employee files and records
- Absence monitoring systems and reports
- Records for disciplinary, grievance and performance issues
- Managers Toolkits including best practice guidance and supporting forms and letters
- Pocket Guides, flowcharts and calculators
- Regular newsletters and bulletins
- Your own version of our weekly employment law blog
- And many more practical features that employers love to use

All this combines with your core services to provide clients with easy management of staffing issues from recruitment through to exit.

### The easy way to work harder for your clients

In just two weeks' time you could be launching your own fully functioning HR web service. We will work with you to build a tailor-made package on a totally secure platform hosted by Employment Law Essentials and accessed by you and your clients direct from your current website.

Our team of highly qualified and experienced lawyers and programmers manage the following aspects of the service:

- Technology provision and maintenance
- Security and database back-ups
- All technology upgrades and updates
- Core employment law and HR guides, template letters and forms

We pride ourselves on our reliability and excellent customer service and have a proven track record of security and service continuity with 99.9% online accessibility in the past five years. We ensure that the web service is continually developed to keep pace with client demand. Our ongoing customer support service includes unlimited Freephone Technical Support for you and your clients, a monthly employment law newsletter and an employment focussed sales and marketing support pack to help you win new clients - all at no extra cost.

## What You Do

Add your images and choose the page colours to match your brand

Manage your client profiles and master documents via the Licensee Panel

Share your advice and drafting work with individual clients via their web service accounts

Add your own blog feed or easily brand our feed as your own plus use our monthly newsletter

Place the html log in box (provided) on your website and you are ready to go



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### What lawyers say:

*"ELE's services have helped us significantly improve our offering to existing clients and to win new business over the last 3 years. I consider that the services represent very good value for money. I have been particularly impressed by ELE's desire to continuously improve the service with the addition of new features".*

**Partner, Head of Employment Law**

*"The ELE web-service has given our employment team a new lease of life. It is a great value, first-class product, which is easy to demonstrate and has never failed to impress. It projects an excellent, modern, customer-focussed image of the firm generally, giving us an instant edge over larger rivals. I would not be without it."*

**Partner, Head of Employment Law**

*"We have been Licensees for the last 2 years and one of the particular strengths that shines through is the excellent customer service we have received from ELE."*

**Partner, Head of Employment Law**

### What employers say:

*We have been very pleased with the HR Web Service. It's really easy to manage our contracts online and we know we are always up to date with changing employment law".*

**General Manager, Transport Company. 80 employees**

*"The information is available to call off from the website so it saves me endless time and provides excellent value for money."*

**General Manager, Manufacturing Company. 10 employees**

*"The web service is the HR bible for us".*

**HR Manager, Construction Company. 150 employees**

*"I would have no hesitation in recommending the HR web service. Our experience has been excellent and the team provide a first rate service."*

**Director, Business Hub. 6 employees**

*"The web service has prompted us to tighten up on our employment procedures helping us to avoid costly mistakes but also improving staff working conditions and morale. I would highly recommend them to you."*

**HR Manager, Charitable Trust. 70 employees**

## What Your Clients Do

Clients subscribe to your web service to streamline their HR processes and pay you an annual retainer

Clients go to your website to log on to your HR web service

Clients access a suite of time and cost saving HR tools and helpful legal guides

Clients access your tailored advice and drafting work through their web service account

Clients remain 'loyal for life' because the web service becomes their HR and Employment Law hub



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Make sure you keep your competitive edge

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