

Time is money

IN 2011, WHEN Charles Wood was teaching English (and learning Maori) in the Cook Islands, keeping track of his time was probably the furthest thing from his mind. You can imagine it was even less of a concern when he was training as a ski instructor and race coach in Canada, from late 2011 to 2013. However, today, as marketing manager of Clockedin (*myclockedin.co.uk*), he is devoted to accurately recording working time.

“Our managing director, Mark Shaw, spent many years in the building trade and, being a stickler for timekeeping, wanted a system where he could better track his mobile workforce,” explains Wood, a Costco member at the Leicester warehouse.

Not a fan of traditional paper time sheets, and disappointed by the technological alternatives, Shaw decided to create his own software. He developed a cloud-based, iOS- and Android-compatible mobile employee time and attendance system, and, in 2013, Clockedin was born.

“At the moment our clients are mostly construction and industrial recruitment companies,” says Wood,



JAMES TARBELL

The Clockedin team, from left to right: Mark Shaw (managing director), Amanda Shaw (account team director), Emma Wolfenden (customer services manager) and Charles Wood (marketing manager).

“but we’re moving towards the care industry, and have had lots of interest from universities in America.”

The Clockedin team plans to attract strategic partners to allow it to expand worldwide, but it also has its sights focussed closer to home. Wood says, “Next up, we’re looking to bring out a product (*uptownguide.co.uk*) to help local stores. Many local



In our digital editions

Click here to watch a video about how Clockedin works. (See page 7 for details.)

towns and villages have a ‘no chain-store’ policy, so that’s a cause that, as a company, we would be passionate to help.”

Wood may be a long way from the Cook Islands and Canada, but he is clearly enthusiastic in his current role. He says, “We just want to be the easy people to call up and the easy solution to people’s problems.”

—Gordon Craigie

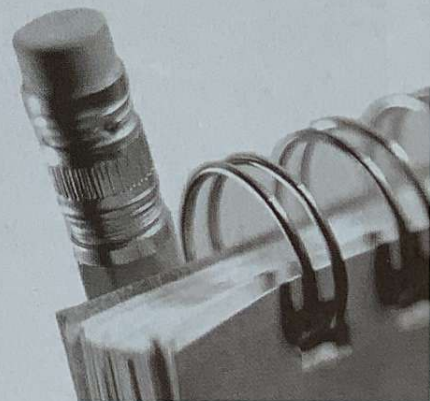


PHOTO ALTO

IF YOU HAVE a note, photo or story to share about your business, email it to connection@costco.com with “Business Connection” in the subject line, or send it to “Business Connection”, The Costco Connection, Costco UK Ltd, Hartspring Lane, Watford, Herts WD25 8JS. Submissions cannot be acknowledged or returned.