

CASE STUDY



How a wholesale supplier saved 40% of recruiting costs by automating its talent acquisition process

Reduced recruiting expenses by **40%**

Saved **40,000+** hours of administrative work annually

Decreased seasonal hiring period by **4 weeks**

A wholesale supplier of annual and perennial plants with 13 farms and 9 distribution centers, found it difficult to deal with the large turnover accompanying seasonal growth every year. Because the company lacked automation and an applicant tracking system (ATS), scaling peak hiring season proved difficult, as did hiring and onboarding.

Problem

The lack of an all-in-one HR solution caused the company to rely on third-party vendors and manual processes, which significantly slowed talent acquisition — especially painful when hiring more than 2,500 seasonal employees every year.

Onboarding was tedious. HR would mail hard copies of employee files to headquarters, exposing corporate to compliance risk. And, with the company spread across state lines and business functions, its hiring and onboarding experiences were erratic at best.

“Being able to provide employees a consistent experience, regardless of what part of the business that they’re going to be coming in to support, is our biggest concern,” the company’s vice president of HR said. “Bringing all of these employees on board and making sure they understand our way and our culture is critically important to us, especially considering some of the rich history we have with regional farms that we acquired. We wanted to really treasure that intellectual property they come with, but also make sure we eliminate any bad habits that may be leftover during the onboarding process.”

On top of providing a consistent onboarding experience, the company faced challenges in posting jobs. It relied on 50-60 print publications to advertise available positions, as well as radio ads.

Providing a consistent experience throughout the entire application and onboarding process is crucial to the employee experience.



Solution

The company's vice president of HR looked for ways to streamline processes for faster, more efficient hiring and onboarding. He chose Paycom because he wanted a way to provide a consistent employee experience, stay compliant and eliminate unnecessary third-party relationships for services like background checks.

Now, all new hires — regardless of their location or role — are able to experience uniform onboarding, which upholds the corporate brand. Paycom has also allowed the wholesale supplier to pre-board employees, completing important new-hire paperwork before day one, so they can become valued contributors faster.

Paycom's ATS helps the company save time and money when it comes to recruitment and hiring more than 2,500 employees annually.

"One of my goals, and one of the things Paycom has helped me to realize, is being able to do that amount of hiring in less time for a lot less money than in the past," the company's VP of HR said.

Results

Partnering with Paycom has saved the company time and money, cutting 80% of its recruitment advertising efforts and saving 40% of its advertising budget.

The creation of "knockout" question in the ATS eliminated phone canvassing — a time savings of at least 30%. Plus, with Paycom's robust reporting features, the company knows it hires a full 50% of the applicants who make it through the qualifying knockout questions.

When it previously took three days to get a new hire into the system, now it only takes one. The time saved has allowed the company to focus on culture, which attracts quality applicants and drives retention.

"Something magical happens when people have to log into a system to get information," the company's VP of HR said. "It really does drive a relationship that's different than the one they've had in the past when they would interact with us every two weeks when they got a paycheck. Now they interact with us every day."

"Enjoy the extra hour or two of sleep at night knowing that you're going to be compliant at the end of the year."

2.4 HOURS PER DAY THROUGH

KNOCKOUT  QUESTIONS

X **52 WEEKS** X PER YEAR



8 RECRUITERS



APPROX.



1,000 HOURS SAVED

ANNUALLY DURING RECRUITMENT PROCESS

This case study reflects actual data and results from a Paycom client. Because of our commitment to protecting the identity of our clients, we do not share their name publicly. However, we have many happy clients eager to share their story with you when you're ready to meet with one of our Paycom representatives.