How a Digital Transformation Helped an Insurance Brokerage Usher in a New Era

Saved more than
$43,000 annually

Reduced hiring time
by **50%**

Reduced onboarding
time by **75%**

This insurance brokerage has been around since 1960, and many of its employees have been on the payroll almost as long. It's a workforce that's very much used to the old way of doing things, including their HR tasks. Recruiting, onboarding and tracking employee time was done the old-fashioned way: by passing piles of paperwork around from person to person. Then Paycom showed them a new and better way.

PROBLEM

After nearly 60 years of doing things a certain way, one insurance brokerage — with approximately 560 employees in 30 locations across five states — had settled into more of a rut than a groove.

The fact that the insurance brokerage happened to be tied to its own sister HR company meant transitioning to more efficient processes would prove to be more than the usual challenge. With an average age of about 57, its workforce is clearly dedicated, but not necessarily to technological progress.

And technological progress is exactly what this company needed. Its recruiting efforts were dated, with one recruiter placing ads in newspapers and outsourcing to temp agencies. And onboarding new employees involved plenty of repetitive paperwork. "When I was hired, I got an email with new-hire paperwork that I was asked to complete. On my first day, I spent an hour filling out the same information over and over and over again," the HR manager said.

Plus, tracking employee time was never exactly on track. They had separate time and attendance, having to clock in under one system, then again under another. Correcting all the mistakes that arose became a full-time job for one administrative assistant. Then

"When we brought in Paycom, we were able to do everything electronically, which was huge."

18-1440

CASE STUDY

there were benefits enrollment, personnel transitions and changes to basic employee information: unnecessarily time-consuming processes one and all.

SOLUTION

Needless to say, as the company grew, the need for a digital overhaul multiplied. At first, Paycom wasn't even on the company's radar. But once the HR manager looked at the big picture, she said, "Look guys, there's one system that's going to hit all of these points."

Making the digital transformation to Paycom was a giant leap forward for the insurance brokerage, not to mention a bit of a comfort hurdle for its older workforce. Now, the digital transformation is in full swing. Recruiting is all done electronically. The time it takes to onboard new employees has been reduced by 75%. And clocking in and out using Employee Self-Service (ESS) has helped employees manage their time in more ways than one.

RESULTS

Now with three years of Paycom under their belts, even the more veteran employees have embraced the convenience of the Paycom mobile app. With it and ESS, employees can perform tasks traditionally handled by HR, such as updating their personal information. As the HR manager explained, "They would call us and say, 'Hey, we need you to change this for us,' and we'd say, 'Well, why don't you log in to ESS and let me walk you through that?'" The DIY attitude is also helping the company save more than $43,000 per year by not having to hire additional administrative assistance to perform HR tasks that employees can perform themselves.

Riding the wave of support, they're ready to start diving even deeper. "We just purchased Paycom Learning. It's going to be easy for them to log in for training and have access when they need it, even if they're out in the field."

Best of all, support for the digital transformation has been trumpeted by top brass. "Our CEO was the first to say, 'Yes, let's do it electronically. If you need this to be in Paycom, I'm happy to do that.' And having that kind of support has been great," the HR manager said.

"Technology is the direction the world is heading. Paycom is helping push us in that direction."

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.

HIRING BEFORE PAYCOM

28 X 75-DAY = 2,100

| NEW HIRES/ YEAR | HIRING PROCESS PER EMPLOYEE | DAYS TO FULLY HIRE NEW EMPLOYEES PER YEAR |

HIRING AFTER PAYCOM

28 X 38-DAY = 1,064 → **50% REDUCTION**

| NEW HIRES/ YEAR | HIRING PROCESS PER EMPLOYEE | DAYS TO FULLY HIRE NEW EMPLOYEES PER YEAR |

ONBOARDING BEFORE PAYCOM

28 X 1 HOUR = 28

| NEW HIRES/ YEAR | OF ONBOARDING | HOURS |

ONBOARDING AFTER PAYCOM

28 X 15 = 7 → **75% REDUCTION**

| NEW HIRES/ YEAR | MINUTES OF ONBOARDING | HOURS |

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