



The People People

Leading PEO uses SyncHR HCM to simplify core HR functions and bring big value to small businesses

CHALLENGES

- Integrating core HR and other support services into a single solution
- Reducing reliance on time-consuming, error-prone manual processes
- Streamlining operations for greater efficiency and cost reduction
- Differentiating from other PEOs

SOLUTION

Win3 uses SyncHR HCM to centralize, automate, and optimize core HR functions and create high-value custom solutions for its customers.

BUSINESS OUTCOMES

- Deployed SyncHR HCM with NetSuite to create a comprehensive, integrated back office solution
- Reduced manual data entry time by approximately 200 hours per week
- Ran payroll for as many as 400 employees in less than four hours
- Shortened benefits enrollment from weeks to hours
- Delivered automated, modern HR systems to customers who otherwise could not afford them

Going all in(house)

People are a company's most valuable asset, as the cliché goes. But for many organizations finding, retaining, and engaging those valuable assets is a never-ending challenge. That's why so many small and medium sized not-for-profit, financial services, and light manufacturing businesses turn to Win3 to help take care of the employees that will take care of them.

Win3 is a premier Professional Employer Organization (PEO), created to unburden organizations of all the hiring, payroll, and benefits administration tasks a modern business demands. But managing such critical business functions for others requires integrated technologies to seamlessly and efficiently manage essential data and workflows — requirements Win3 knew firsthand were difficult to obtain.

"As a former PEO customer ourselves, we were well aware of how difficult it could be to marry staffing, payroll, benefits, and accounting into a single service," says Trevor Fandale, Win3's president. "We recognized an opportunity to combine those and other services to offer a single back office solution no one else could, but knew we'd need a different approach to technology to make it all work."

Manual processes cost time, money, & sanity

Originally launched as a staffing firm focused on serving smaller organizations in the Midwest and across the country, Huffmaster relied on a PEO to help handle its customers other non-hiring HR tasks but soon found the level of service lacking.

"We were already duplicating some of the PEO's work on payroll and benefits administration for our staffing customers and decided we could deliver greater value to our customers and our own business by taking it all in-house," Fandale says. "To do that, we had to find ways to simplify processes, break down data silos, and recoup the time and money wasted by manual work."

Initially after the transition, the team relied heavily on manual processes for managing everything from hiring to payroll to benefits administration. Essential employee information such as location, position, and pay rate had to be created with each hire which, for a staffing firm specializing in temporary placement, could number in the thousands. Worse, each time an employee left — either because the assignment expired or was terminated — all the information about them was deleted and lost.

“It isn’t uncommon for an employee to work for us on a very short-term assignment and then come back for another one six or seven months later,” Fandale explains. “An employee may go on ten different assignments for us. But since the data is erased every time their work ends, it’s almost impossible to get an accurate picture of how long and where they worked, how much they earned on each job, and the type of skills they bring to the table.”

PAPER-BASED BENEFITS ARE THE LAST STRAW

Beyond hiring, paying employees and providing those eligible for benefits was also a challenge. Once an employee was hired and assigned to a project, Huffmaster had to manually record employee time and attendance data on paper timesheets, with a significant portion also entered into electronic time recording apps. That data was then exported to a Microsoft Access database to process payroll through a third-party vendor who’d actually send paychecks and then return the data back to Win3 to enter back into its database.

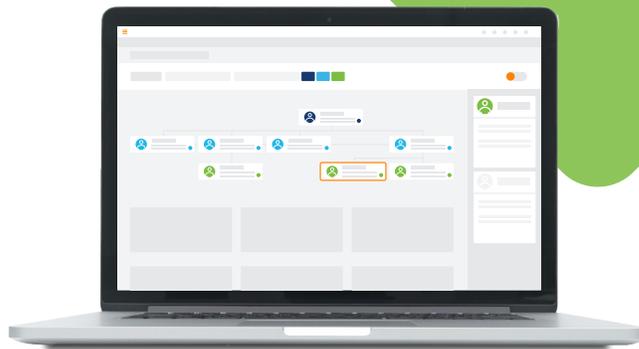
“None of our work was automated, so everything took much longer than was necessary for a relatively simple task,” Fandale says. “At one point, we were spending more than 200 hours per week just inputting employee data. And because we were doing it all manually, we were always at risk for data entry errors that could result in underpaying or overpaying employees.”



With SyncHR, we can run payroll at scale and get hundreds of employees their checks in as few as four hours after they punch out with zero errors.”

Trevor Fandale, President, Win3

Meanwhile, administering benefits became an even bigger headache. Huffmaster sent each eligible employee a 70-page printed benefits package. Employees had to sign and scan each page and send it back to Win3 for processing. Given the sensitive nature of the information provided — not to mention how long it took to scan each page — employees and the Huffmaster team alike had concerns about the safety and security of the process.



“Company-issued benefits are hugely valuable to our workforce. But since all of our processes were paper-based, there was no clear or easy way to determine when or if an employee was even eligible without a lot of additional exploration and research,” Fandale says. “It was kind of the final push we needed to seek out a more efficient, cost-effective way to serve our customers.”

Intelligent, position-based architecture for superior HR

After an in-depth search, Win3 chose the SyncHR human capital management (HCM) solution to pair with its new NetSuite accounting software. In particular, the company selected SyncHR because of its seamless integration with NetSuite, along with its comprehensive suite of HR management tools that creates a robust, flexible, and efficient HR back office solution.

With SyncHR, Win3 replaces time-consuming and error-prone manual data management processes with automated core HR, payroll, benefits, and analytics workflows that help save time, money, and frustration.

Unlike its previous employee data-based hiring approach, SyncHR’s position-focused architecture gives Win3’s team greater visibility and predictability into its staffing demands. Now, instead of job attributes like location, pay rate, and skills requirements disappearing with the employee record after each assignment is complete, SyncHR maintains that data as a set list of positions that remain independent of individual employees.

“Most systems let you pull a list of job roles and costs by employee,” Fandale says. “SyncHR does it position by position, which makes it easier to compare our budgeted and actual headcount costs across all our deployments so we can make more informed decisions about the types of employees we hire and how much to pay them for particular jobs.”

SyncHR also streamlines payroll and benefits workflows with integrated electronic timekeeping that records employee timesheets and automatically updates within the payroll system. Plus, when employees are entered into the payroll system, they’re also added to a benefits group. Win3 managers



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can fully configure eligibility rules and automatically send eligible employees the appropriate benefits package on their eligibility date.

"SyncHR gives us the ultimate control over every little detail of our operation," Fandale explains. "It's easy for everyone to use and automates many tasks that used to take us hours to do by hand. Most importantly, it's a centralized single source of truth we can access on any device that gives us real-time visibility into our business we never had in the past."

Becoming indispensable

SyncHR has been a revelation for Win3, not only bringing to the business unprecedented efficiency and control but also helping the firm develop a clear strategic advantage.

According to Fandale one of the biggest benefits of SyncHR is that it helps Win3 differentiate from other PEOs. "On the staffing side of our business, we're able to process payroll daily, which is not something most firms our size can offer," he says. "With SyncHR, we can run payroll at scale and get hundreds of employees their checks in as few as four hours after they punch out with zero errors."

Benefits administration is also faster and easier, with automated workflows slashing benefits enrollment processes from weeks to hours. In addition to greater speed and accuracy, SyncHR's

rich reporting capabilities — a litany of standard reports in the SyncHR report library or create new ad hoc reports with the intuitive drag-and-drop report builder — help Win3 leaders see the business from a variety of angles, giving the team the unique ability to custom-craft benefits offerings in ways other businesses don't.

"With SyncHR, we can slice and dice our employee data to understand things like how many workers we have assigned to a job in Illinois or how many people are within a five mile radius of an office in Michigan," Fandale says. "Now we can plan special benefits like childcare or discount programs that employees find meaningful. It helps to keep them engaged and encourages them to continue doing great work because they know we're taking care of them.

Fandale says that in addition to the operational improvements, SyncHR has played a vital role in helping Win3 win over their customers and build lasting relationships.

"Working with organizations who don't have deep pockets or huge rosters of HR professionals, they aren't used to having access to automated or fully integrated HR systems," he says. "SyncHR allows us to offer technology and expertise our customers couldn't afford on their own, enabling us to become an indispensable part of their business now and into the future."

