

Case Study Parker's

Key Highlights

- Parker's HR involved complicated, time-consuming point solutions.
- PeopleMatter's integrated Platform simplified processes.
- Parker's realized an annual ROI of 1,242 percent and an annual benefit of \$842,374.*



"The biggest selling point on LEARN is how simple it is to use. It makes training easier and saves me time."

Beth Harn,
Human Resources Manager



Background



Gear Grinding Processes

Parker's provides an upscale C-store experience. The company takes pride in offering progressive technology tools to customers and employees. However, the HR solutions being used weren't making the cut when it came to streamlined automation.

Parker's needed an easy-to-use, social interface that would cater to the up-and-coming Generation Y workforce and live up to its forward-thinking vision. Challenges included:

- High application abandonment,
- Complicated and work intensive training and
- Time-consuming internal IT troubleshooting.

Solutions



A One-Stop Shop

PeopleMatter's comprehensive Platform allows Parker's to manage the entire workforce in one place. Parker's removed complicated, time-consuming tools and implemented PeopleMatter solutions to:

- **Increase** tax credit collection,
- **Improve** manager productivity,
- **Reduce** turnover rates and hiring costs and
- **Save** time and money on customized training.

Results



High Performance

PeopleMatter enabled Parker's to source from a larger applicant pool and more effectively select candidates for interviewing. Automation of HR processes increased manager productivity 40 percent. Tax credit collection increased from 5 to 95 percent. With PeopleMatter HIRE™, Parker's eliminated more than \$1.2 million in hiring costs over a 3-year period.

PeopleMatter LEARN™ helped the company upload 19 training courses that are tailored to Parker's culture and standards. The easy-to-use software reduces time spent building courses 825 percent and saves Parker's up to \$760 per course in tech support.



Source: Beth Harn, Parker's
*Metrics pulled from Nucleus Research ROI Case Study May, 2012