

# Case Study Thorntons Inc.

## Key Highlights

- Thorntons operated on paper-based, single-unit hiring practices.
- PeopleMatter's comprehensive, online HR Platform streamlines the company's hiring process.
- Thorntons has seen significant time and financial savings – \$40,000 in onboarding alone.



"By using PeopleMatter, we have the ability to understand the applicant traffic that is coming into the business. It allows us to be more proactive."

Mike Woerner,  
Vice President of HR



## Background



### Reactive Hiring

Thorntons' previous labor model made building stable teams challenging. The company struggled to track where hiring needs were highest. Additionally, managers facing high turnover found themselves unprepared to quickly replace key employees.

The company needed to automate processes and consolidate information. Challenges included:

- Dated, non-competitive application processes,
- Inefficient practices to address turnover and
- No pre-screening methods prior to applicant interviews.

## Solutions



### A New Game Plan

PeopleMatter HIRE™ gives the Thorntons team a centralized Platform to manage hiring. The company structured HR processes by using PeopleMatter tools to:

- **Automate** HR practices for the entire company,
- **Implement** preemptive hiring processes,
- **Provide** multi-location applications and
- **Reallocate** unproductive labor time and costs.

## Results



### Proactive HR

PeopleMatter provides Thorntons a more proactive approach to hiring. The applicant tracking tool helps managers focus on candidates better suited to the company's needs and culture. The online application reduced time –94 hours a month – spent on new hire administrative tasks. This allows HR resources to be refocused on training.

Thorntons eliminated manual data entry for its payroll system. Onboarding information is now transferred directly from the PeopleMatter Platform into the payroll system. Additionally, I-9s are automatically verified through E-Verify, ensuring accuracy and compliance.

**ROI**

**\$40,000**

Onboarding savings reallocated to training

**1,125** hours

Average annual hours saved with automated hiring

**\$247,500**

Projected tax credits over 9 months