



2021 | Case Study

# G&A Partners Leverages PrismHR Hiring to Solve Recruiting Challenges

## The Challenge

G&A Partners believes in people-centric HR solutions. Their approach to empowering and supporting their employees ensures they pass the same care on to their clients. Their values are why G&A has remained a leader in their field for over 25 years.

This “people come first” mentality means that G&A is constantly looking to provide their employees and clients with additional value. Recruiting is the number one challenge faced by small and medium-sized businesses (SMBs) today. With hiring being the start of the employment cycle, their clients continually ask for an applicant tracking system (ATS) to help them quickly and efficiently post job openings, manage candidates, and make great hires. As a result, they sought out an integrated ATS to increase customer satisfaction, boost retention, and generate additional revenue. It’s a win-win for the company and its clients!

G&A already uses PrismHR as their technology partner for payroll, benefits, and compliance. To solve their clients’ pain points around recruitment, they added PrismHR Hiring powered by HiringThing to their offering shortly after creating their HR Technology Solutions team. Partnering with HiringThing allowed them to brand and seamlessly integrate a recruiting solution into their existing HR product stack. Spearheaded by HR Technology Solutions Manager, Anu Mannathikuzhiyil, the G&A team evaluated the business impact of the ATS on their clients, and created a rollout plan to maximize adoption.



G&A Partners, one of the nation’s leading professional employer organizations (PEO), has been helping entrepreneurs grow their businesses for more than 25 years. By delivering world-class services with trusted experts in HR administration, payroll, and benefits, clients now have the time and freedom they need to focus on what matters most—their employees, products and services, and their customers.

Headquartered in Houston, G&A Partners has offices throughout Texas, as well as in Arizona, California, Colorado, Illinois, Minnesota, Nevada, Tennessee, Utah, and Latin America.

# The Solution

In 2021, the HR Technology Solutions team evaluated a way to automatically provide every customer with access to their integrated recruiting software. They opted to provide the solution to all their clients via PrismHR's QuickStart program.

The program gave G&A the ability to roll out the ATS to all of their clients instantly, giving employers a one-click solution to start hiring for open positions. The program is beneficial to G&A as well, allowing them to provide the ATS without tapping additional resources to onboard clients. Even the retail pricing is handled by the platform so users accept the pricing and terms without provider hand-holding. Additionally, G&A receives full partner support from sales and marketing to customer success. Since clients often ask for a demo, G&A worked with PrismHR Hiring to create two pre-recorded demos, which they can now utilize to fulfill client requests.

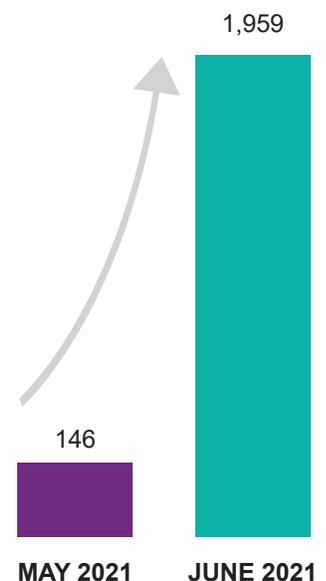
# The Results

In May of 2021, 146 G&A clients were using their integrated ATS. In July of 2021, after implementing QuickStart, that number increased to 1,959 ATS users. That's 1,813 new clients utilizing their private-label, integrated recruiting solution. G&A recognizes the client satisfaction an integrated ATS creates for their clients.

G&A's private-labeled ATS has become a primary tool in their HR Technology Solutions offering. The ATS is fully supported by HiringThing's dedicated customer service team, which allows professionals at G&A to focus on their clients' other needs. The partnership has allowed G&A to reach their goal of global utilization through the QuickStart rollout since the program allows for complete and easy ATS adoption for their clients.

Many recent G&A client satisfaction surveys mention praise for their integrated applicant tracking system. Clients appreciate the ease of use and seamless experience, specifically mentioning integrated background checks and the seamless data transfer to the onboarding platform.

G&A believes that to provide human resources solutions that make a difference, you need deep expertise in a variety of areas. Their partnership with PrismHR Hiring ensures G&A can provide every client with expertise and a convenient recruiting solution that not only makes clients' lives easier and supports their growth, but keeps people at the forefront of their business.



**+1340%**  
increase in clients  
using the ATS

**Amplify your service offering with applicant tracking.**

Visit us at [prismhr.com](https://prismhr.com) to learn more.