



How PEOs Optimum Employer Solutions and Axcet HR Use PrismHR Hiring to Solve Hiring Pain Points and Win New Business

PrismHR Hiring is a powerful recruiting platform that streamlines your hiring process so that you have the power to hire better, faster, and smarter. In 2017, PrismHR Hiring acquired two new PEOs to the platform: Optimum Employer Solutions and Axcet HR. We recently sat down with both organizations to discuss how adding integrated applicant tracking helped them win new business and help their clients eliminate hiring pain.

“Integrated applicant tracking doesn’t just give us something else to sell. It’s about having a more complete solution overall.”

WHO ARE THE PEOs?

Optimum Employer Solutions, located in Newport Beach, CA, with between 2,000 and 4,999 worksite employees, is a human resources outsourcing (HRO) company that helps small to mid-sized businesses manage their employer processes.

Axcet HR, a mid-sized PEO located in Overland Park, KS, manages human resources, benefits, payroll, safety, and workers’ compensation duties for small to mid-sized businesses in the greater Kansas City area.

IDENTIFYING PERSISTENT PAIN POINTS FOR THE PEOs AND THEIR CLIENTS

Before implementing PrismHR Hiring, Optimum and Axcet HR, as well as their clients, dealt with significant recruiting pain points. The PEOs were missing integrated, and productive way to help their clients with resolving their persistent hiring pain points. They could recommend an external ATS, but the lack of intergration with key elements of the PrismHR platform created inefficiencies for both the PEOs and their clients.

Recruiting is already difficult, and inefficient processes make finding and hiring the best candidates even harder. Both PEOs and clients experienced similar pain points, including: (1) low applicant volume for job postings, (2) manual hiring processes such as collecting applicant information through email, and (3) little to no access to job boards.

DIRECT CHALLENGES

Both PEOs identified manual steps within their client's hiring processes as particularly painful. Optimum's clients expressed that they weren't receiving enough quality applicants, as they were not utilizing job boards, didn't have an online careers page (let alone one that was mobile friendly) where job seekers could apply, and had an outdated manual process for receiving and storing applicant information. Through this manual process, they were unable to stay organized and keep track of candidates, analytics, etc.

Similarly, Axcet HR's clients were also clamoring for job posting functionality. Axcet HR could only efficiently offer one sponsored job board option to their clients, who were plagued by manual processes.

"We were offering our clients the option of posting to one job board, Monster, with one sponsored ad. We were also receiving all resumes to one email address, which left it very cluttered and unorganized."

- Axcet HR

"In addition, we have been able to provide more job board options to our clients. They have been very happy with the increased visibility, notably the ability to post to Indeed's organic board, as it has been very helpful in increasing applicant traffic to their job postings."

- Axcet HR

FINDING A SOLUTION

After identifying these obstacles with the hiring process, Optimum and Axcet HR understood the importance of adding integrated applicant tracking to their platforms. Their first step was to identify key attributes of an ATS that were important to both their clients and their internal teams.



Variety of job board posting options



Streamlined communication between candidates and hiring managers



Seamless applicant experience



True applicant tracking partnership

DIRECT SOLUTIONS

Optimum and Axcet HR implemented PrismHR Hiring in 2017 and immediately received positive feedback from their clients. Hiring was able to quickly address their clients' recruiting headaches, resulting in decreased time to hire, more applicants, and improved candidate quality. These three significant benefits greatly impacted the productivity of each PEO's hiring process, while eliminating previous manual processes. The ease of creating career pages for their websites, as well as the ability to simultaneously post numerous jobs to varied job boards were cited as key features that contributed to early success. Optimum attested, "The integration itself has been a seamless process."

Additionally, Axcet HR's clients noted the user-friendly aspect of the software. Although each client uses PrismHR Hiring differently, both highlighted the following as top features of Hiring: features of Hiring:



Managing candidates from one place



Adding multiple users to an account



Sending and receiving emails directly to and from applicants through the system to easily keep track of candidate communication



Access to a variety of job boards



More efficiently organizing and communicating with applicants overall

"The pricing is competitive, compared to what's out there in the overall market, and the system is also very user friendly. It's a lot of bang for your buck!"

- Optimum

PEO SUCCESS THROUGH PRISMHR HIRING

Optimum and Axcet HR are now able to deliver value to their clients that they weren't able to previously. Now that each company is a one-stop solution, with applicant tracking integrated into their overall Prism HR workflow, they are able to say "yes" when their clients knock on their doors asking for recruiting. In return, this has significantly added value to client offerings, leading to more satisfied and committed partnerships.

Adoption Rate:

*Optimum reported a **50%** increase in client growth month over month since implementing Hiring.*

*Axcet HR experienced a **400%** increase in client growth in the last 8 months since implementing Hiring.*

*"We feel that applicant tracking is a robust tool that we can offer to potential clients. It has helped us compete more efficiently by helping us update and modernize our recruiting processes. The ability to post to multiple job boards and social media sites has really increased the visibility of our clients' postings."
- Axcet HR*

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