

Buy Box Experts Utilizes Strategic HR Services to Improve Employee Efficiency

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“Phil Romm brings an incredible amount of value to my business. I would highly recommend him to anyone looking to give their employees the feeling of a large company with a full HR Department. Your business will just run smoother, once you hire him.”

JOSEPH HANSEN
PARTNER, BUY BOX EXPERTS



CLIENT PROFILE

Buy Box Experts is a niche marketing agency dedicated to improving the way that sellers market, position and protect their products primarily in the Amazon marketplace. Partners Joseph Hansen and James Thomson created Buy Box Experts in 2013 by identifying a need for client optimization in the Amazon marketplace. They work on improving a client's position and boost their ability to be awarded the "Buy Box." Headquartered in South Jordan Utah, Hansen and Thomson manage a team of 30 virtual employees. Using their industry expertise, Buy Box Experts helps sellers improve their e-commerce presence, enhance their overall performance online and increase sales.

CLIENT CHALLENGE

As a company that manages a virtual workforce, Buy Box Experts experienced difficulties with the day-to-day management of their employees. Between hiring, onboarding, training, coaching, tracking payroll and vacations, and dealing with performance assessments, Hansen was frequently pulled away from business development to manage HR related activities. So, after interviewing several HR consultants, Hansen selected Phil Romm and The Growth Solutions Team Strategic HR Services.

"I interviewed several HR Consultants, and felt like they were just feeding me rehearsed answers to the questions I was asking. Speaking to Phil, I got an entirely different vibe. I knew pretty quickly that he was going to be the right partner for us, because he was knowledgeable, straightforward, and seemed to understand the dilemma we were in with remote employees in a very technical ecommerce business environment," remarked Hansen.

SOLUTIONS & RESULTS

Buy Box Experts wanted to start slowly and strategically begin the process of outsourcing the HR Services, so initially, they hired Phil Romm of GST Strategic HR Services to produce their employee handbook. "We needed some structure and defined policies and procedures. Having Phil's team help us with that brought some expertise to an area I didn't have time to focus on," Hansen explained.

After creating the employee handbook, Hansen and Thomson saw tremendous value in what GST Strategic HR Services brought to the table, and decided to implement a more comprehensive employee management solution to further improve the efficiency of their organization.

One of the other struggles Buy Box experienced was managing employee payroll and tracking their employee's time. "We were utilizing our accountant to run payroll. As our team grew, we realized we were lacking pay stubs for employees and we didn't have easy access to what had been paid to each employee. We had to manually calculate how much vacation time had been taken. This was all very time consuming, since we were doing it manually," remarked Hansen. It became very obvious that they needed a more automated system, and Romm and his team came through again. "Now, I can run payroll in about 5 minutes, and employees (and I) have access to historical data just by searching the online file storage."

THE GROWTH SOLUTIONS TEAM STRATEGIC HR SERVICES ALSO BUILT AND MAINTAINS AN HR PLATFORM USING BAMBOOHR GIVING THEM THE FOLLOWING FUNCTIONALITY:

- Utilize electronic signatures for documentation as an effective communication for employees on their remote team.
- Full Employee Management System
- Track employee daily hours
- Electronic payroll management
- Manages vacation and time off requests
- Complete annual performance reviews
- Onboarding/offboarding of employees
- Seamless remote teamwork using BambooHR as an employee “hub”
- Centralizes all employee files in an online databank
- Eliminated the difficulty in remotely delegating employee management from the owners to the supervisors
- Utilize the recruiting portal to provide consistent bench of applicants necessary for successful businesses

With the help of the Growth Solutions Team Strategic HR, Buy Box has developed a more structured work environment by defining job descriptions and creating the organizational foundation for continued growth. “They’ve helped us not only keep the top-performing employees that we have, but train and develop new staff to meet the high expectations that we’re looking for,” said Hansen.

Buy Box Experts has realized 100% growth in the past year, and since Hansen doesn’t have to spend an average of 10-15 hours per week dealing with HR related issues, he can spend his time building the business. With the guidance that The Growth Solutions Team Strategic HR Services can provide, they expect 100% growth in their business this year. They also anticipate expanding their team by 25-30%.

“My quality of work has improved dramatically, I sleep easier at night, and I just don’t have to worry since I have a team of experts handling the HR component of my company,” concluded Hansen.

READY TO LEARN MORE?

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