



Gevity HR Increases Productivity and Saves US\$3 Million Per Year with CRM 11i

"CRM enabled our service agents to give quicker responses to our clients. Consequently, customer satisfaction and customer retention are both rising."

– Jason A. Morgan, Vice President Corporate Service Operations

Key Benefits

- Total work time for specific transactions reduced by 27%
- Payroll staff productivity doubled in 18 months resulting in almost \$3M savings in personnel costs
- Annualized client retention has risen year over year by close to 6%
- Zero new clients terminated for service-related reasons in first half of 2001
- 41 field offices integrated with instant, 24-hour access to customer data

Oracle Products & Services

- Oracle 11i HRMS/Payroll/Self-Services
- Oracle 11i Financials
- Oracle 11i TeleService, Interaction Center
- Portal
- Oracle Consulting

Corporate Profile

Gevity HR

Bradenton, FL

www.gevityhr.com

Gevity HR, formerly doing business as Staff Leasing, has grown to be one of the largest HR solutions providers in the nation. Founded in 1984, Gevity HR provides payroll processing and tax filing, helps businesses manage employment-related risks, and helps them attract and retain workers by providing health and retirement benefits to work-site employees.

Fighting Inefficiency To Stay Competitive

Since Gevity HR went public in 1997, competition within the human-resources outsourcing market has greatly intensified. To maintain its competitive edge, Gevity HR has deployed strategies including increased productivity, new product offerings, single sourcing, unbundled services, growth in targeted areas, more comprehensive outsourcing, and enhanced employee satisfaction and retention. After several successful years with Oracle HR and Payroll as well as Financials applications, Gevity HR found that it needed to add a CRM solution. Manual and paper-based processes were absorbing a high percentage of every sales and service agent's time. This inefficiency equated to high rework rates, high error rates, and high training costs for new agents. Payroll accuracy levels needed improvement. Tracking of client contracts was undisciplined and did not provide for follow-up. Client information was maintained inconsistently across multiple functional areas and was not easily available to service agents.

High-Level Project Goals

- Create core self-service transactions related to HR and payroll administration (called STAFFweb)
- Implement Oracle's out-of-the-box TeleService and CTI applications
- Utilize Oracle 9iAS and Portal to consolidate Gevity HR's four legacy Web sites into a single point of entry for clients, their employees, and Gevity staff

Why Oracle?

To resolve these issues, Gevity HR chose to implement several Oracle E-Business Suite components throughout the company. "There were many reasons we decided to go with Oracle for our CRM solution," says Senior Vice President and CIO Lisa Harris. "We already had a significant investment in Oracle HRMS/Payroll and Financial applications, and we preferred an integrated solution. A single vendor relationship simplifies matters, and integration is extremely important. Also, the workflow capabilities in Oracle's CRM applications are crucial in a complex service model like ours."

The Answer: Integrated CRM With Oracle

Productivity Doubles

In approximately 18 months, Gevity HR nearly doubled its staff productivity, resulting in almost \$3M savings in personnel costs. "Now our agents are presented with customer data simultaneously with each incoming call," says Harris. "This reduced the total talk time by an average of 30 seconds for select calls. Our total work time for specific transactions has been reduced by 27 percent. Oracle has definitely come through for us."

Gevity HR's CRM solution presents service agents with customer data together with incoming calls, enabling faster responses. Client interaction time has been reduced by an average of 6 minutes per call. The system routes calls to appropriate specialists and manages escalations.

Client Retention Rates Soar

Industry
Services**Annual Gross Revenue**
\$3.1 Billion**Employees**
1,100 in 41 branch offices

Instant access to client information enables field personnel to answer client questions on the first call, and background information and client history allow Gevity HR staff to advise clients on options for new or different services to meet their needs. With its new single portal, Gevity HR can offer its clients secure, individual customized views, allowing Gevity HR to unbundle its services for greater flexibility in meeting client needs.

As a result of this self-service approach, customer satisfaction and retention rates have improved dramatically. Annualized client retention has increased 5.8 percent, and no new clients have terminated in the first half of 2001 for Gevity HR service-related reasons.

Future Plans

Economic profit is a sophisticated financial measure that takes into account both the earnings and assets of a business in assessing performance. The effect of Oracle's e-business and CRM solutions on Gevity HR's economic profit is extremely positive. There are three key factors: (1) significant labor productivity gains, (2) higher revenues from valuable business segments due to increased client satisfaction (higher client retention), and (3) a small investment, with minimal increases to the asset base. These factors are the pillars of creating long-term shareholder value.

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