How PEO, Axcet HR, Uses 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 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.

WHO IS AXCET HR?

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.

> *"We integrate every aspect of the platform to help increase the level of stickiness with our clients."*
>
> *‒ Axcet HR*

IDENTIFYING PERSISTENT PAIN POINTS FOR THEM AND THEIR CLIENTS

Before implementing PrismHR Hiring, Axcet HR, as well as their clients, dealt with significant recruiting pain points. Axcet HR was missing an 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 them and their clients.

Recruiting is already difficult, and inefficient processes make finding and hiring the best candidates even harder. Axcet HR and their 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

Axcet HR identified manual steps within their client's hiring processes as particularly painful. Their clients were 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.

FINDING A SOLUTION

After identifying these obstacles with the hiring process, 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.

> *"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*

✓ Variety of job board posting options

✓ Seamless applicant experience

✓ Streamlined communication between candidates and hiring managers

✓ True applicant tracking partnership

PRISM**HR**
HIRING

DIRECT SOLUTIONS

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.

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:

> *"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*

✔ 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

> *"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*

PRISM**HR**
HIRING

PEO SUCCESS THROUGH PRISMHR HIRING

Axcet HR is now able to deliver value to their clients that they weren't able to previously. Now as 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.

DRIVING CLIENT ADOPTION

Everything Axcet HR does is based on the relationship with their customers. They were able to drive client adoption by including a personal touch within each step of their implementation process. Clients are given personal demos by a member of their team, and HR consultants are there to walk clients through available customizations. After this step, Axcet HR have administrators available to ensure the ATS is set up for clients' needs, including posting jobs on their behalf and on-site visits. Their administrators also help monitor the overall staffing success of clients.

"We integrate every aspect of the platform to help increase the level of stickiness with our clients," said Axcet HR.

This time investment has proven to be very beneficial to Axcet HR, as they have been able to grow their total active accounts by 63.9% in the first quarter of 2018.

Client Adoption Rate:

Axcet HR has grown their total active accounts by **63.9%**, *since adding a personal touch to each step in their implementation process.*

"Our level of support is very similar to a trusted Advisor or Accountant. When we tell clients "this will make your life easier" — they believe us."
- Axcet HR

PRISM**HR**
HIRING