

CoreCentric Works With  
Launchways to Streamline  
HR Operations & Create  
a Scalable Employee  
Benefits Strategy



## Executive Summary

In 2016 CoreCentric went through several pivotal changes including a funding event, changes in leadership, and the consolidation of four locations into a single headquarters. These changes coupled with the company's rapid financial growth lead to challenges in scaling their HR operations and hiring processes. CoreCentric worked with Launchways to identify problem areas in their HR operations, make sweeping changes in their approach to HR, and develop scalable hiring practices to support the company's growth.

## Company Overview

Corecentric Solutions is a fast-growing aftermarket service solutions provider in the electrical manufacturing space. Founded in 1995, they serve multiple channels which include Retail, Wholesale, Manufacturing, Distribution, and Aftermarket Service. CoreCentric's mission is to partner with customers to reduce overall costs while maintaining their commitment to their employees, stakeholders, and the environment.

## Case Study Highlights

### Challenges

- Manual and time-consuming HR processes
- Disjointed HR systems
- Staff in reactionary mode and spending significant time on tactical work
- No clearly defined process for workforce planning and talent acquisition

### Solution

- Conducted strategic HR assessment
- Created a roadmap for an end-to-end HR solution
- Provided short-term HR support
- Implemented talent acquisition processes reflecting best practices
- Strategically manage and administer employee benefits

### Results

- Increased efficiencies allowing CoreCentric team to focus on longer-term strategic objectives
- Increased effectiveness of new hires
- Increased value to employees and improvement in retention

## Fast Growth Presented Challenges Scaling HR and Hiring Processes

Due to CoreCentric's rapid growth and recent location consolidation, they encountered challenges with scaling their people processes. CoreCentric CFO, Brian Cassell, explained that "Our HR processes were very manual and time-consuming. Because of this, our staff's time was spent mostly on putting out day-to-day fires rather than moving forward longterm strategic objectives."

Because CoreCentric's HR team was forced to focus on the tactical aspects, it lead to misalignment between the finance

and HR functions. "We had challenges unifying the HR function behind the company's long-term strategic goals" Brian added.

Additionally, as CoreCentric grew quickly, they encountered challenges with hiring. They discovered they had no clearly defined processes around workforce planning and determining candidate criteria. This lead to roadblocks as they attempted to fill several important roles across the organization.

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## Launchways Leverages Best Practices Assessment to Pinpoint Steps to HR Success

CoreCentric sought a solution that could tackle their disjointed HR operations. Brian explained "I looked at the vendor we were currently using to automate payroll and workforce management and I didn't feel they were giving us the most value for what we were paying. I felt that Launchways provided more value at a significant cost-savings. For us, Launchways presented an end-to-end solution to tackle our HR challenges. I knew Launchways would be a very good ongoing resource for our team moving forward."

The Launchways team began the relationship with CoreCentric by completing an HR best practices assessment, which helped the CoreCentric team pinpoint the best place to start in refining their HR processes. The assessment identified that the CoreCentric HR team was not properly staffed. The Launchways team provided short-term HR support which facilitated high-impact changes to HR practices quickly. Launchways talent acquisition specialists then developed a robust hiring process and clear talent acquisition best-practices that would facilitate better hiring practices across the board at CoreCentric.

Launchways helped the CoreCentric team understand how to effectively outsource portions of their HR function while ensuring their people operations were inline with the company's long-term growth objectives. Launchways also began administering CoreCentric's employee benefits program, saving their team significant time and resources on a day-to-day basis. This saved time allowed the CoreCentric team to focus on driving forward strategic initiatives rather than focusing on tactical activities.

## CoreCentric Continues to Grow with Automated HR Processes and a Scalable Employee Benefits Strategy

Launchways' thoughtful best-practices and values-alignment assessments helped CoreCentric evolve their HR function from tactical day-to-day operations to a department that drives forward the company's long-term financial objectives. "Now, we're strategically automating portions of our HR operations and it's resulting in huge time savings for our team. With the time we save, we're able to focus on bigger-picture issues rather than constantly dealing with

putting out day-to-day problems as they come up" noted Brian.

After a complete overhaul of their hiring strategy and processes, CoreCentric is now able to effectively attract, hire, and retain top talent. Brian said "With Launchways' help, we now have the right people in the right seats." With their HR function now running smoothly, CoreCentric continues to work with Launchways on building and refining their strategy around employee benefits. "Launchways is helping us craft a strategic benefits program. The process is very easy—they do all the research and clearly present best practices. They've vetted all the information before presenting it to us so we can make the most informed purchase decision. Our entire strategy and process around benefits is much more automated now with Launchways' help."

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"If you're looking for a strategic solution provider versus just a broker, Launchways is the place to work with. If you have processes that aren't working, discuss your challenges with the Launchways team and they will work with you to correct and streamline" said Brian. Brooke Martinez, Corecentric HR Generalist, added "The Launchways team is fantastic with our employees. They consistently go above and beyond to make sure our employees are taken care of." Brian views Launchways as a long-term partner: "I see Launchways as our long-term strategic partner. It's a relationship that continues to evolve and I know as we grow they will continue to ensure we're following best practices and providing maximum value to our employees."

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