



CASE STUDY

Leading Fitness Brand Elevates Employee Relations with managER, powered by HR Acuity.

With over 100 locations, the well-known fitness brand is passionate about high performance living and brings elevated health and fitness experiences to its customers. Working for a brand that believes in dreaming big and never settling for the status quo, it's no surprise that the ER Director and her team enjoy sweating the details and getting things right as they strive to deliver what's new, what's now, and what's next in employee relations.

An Inconsistent ER Approach Opens Popular Fitness Brand to Unnecessary Risk.

When the ER Director assumed her role more than three years ago, the primary focus was to stand up the ER function. On the people leader side, rapid company growth over a long period of time, manifested an inconsistent approach to team member discipline. Templates were out of date and processes were unclear.

On the employee relations side, manually supporting people leaders at over 100 locations simply couldn't scale with the current infrastructure.



Healthy Habits Get Employee Relations Back on Track.

As a first step to getting the ER function back into shape, the ER team created new tools, guides and processes to establish a solid foundation. In addition to promoting the ER Director to head up the function, the organization invested in two employee relations specialists as resources to the team and trained them to take on the most complex workplace investigation.

As they got the basics cleaned up, the ER team's goals progressed. They turned their focus towards elevating the ER function by scaling the way their local teams create consistency in remediation and equity, deliver inclusive employee relations guidance and provide compliant, up-to-date tools for people leaders at every location.

The Brand Looks for a Platform and Finds a Partner in HR Acuity.

As a firm believer that even the best people processes won't scale without the right technology, the ER Director turned her focus towards choosing a platform that could service both the needs of her ER team and her people leaders.

After reviewing several options, her team chose the HR Acuity platform, initially rolling out case management to the ER team. "From a platform perspective, HR Acuity checked all the boxes. It was user friendly, intuitive and had great reporting capabilities." According to the ER Director, "what really stood out for us was HR Acuity's customer support. As a team with big goals, we needed a technology team ready to partner with us for the entire journey."

After a successful rollout to support investigations and case management, she and her team were ready to pull in the other half of the equation for the organization - scaling support for people leaders.

The brand officially launched the HR Acuity managER as a pilot to a small group of 100 people leaders using a measured roll-out to test adoption, gather feedback and validate a large scale training approach. Within days the ER Director and her team were receiving positive feedback. Rollout included in-house training which consisted of a mini video, a quick guide and a robust user guide. The pilot quickly received positive feedback. People leaders loved the ease of use, single sign on access, preloaded templates and the easy to follow instructions for documenting all things employee relations. The managER platform has since been rolled out to more than 700 people leaders across North America and it's now an integral part of their overall ER strategy and operations.

The Fitness Powerhouse Grows Confident Leaders and Gains HR Efficiency.

Today, onboarding at the organization includes the original managER platform in-house training, helping people leaders feel empowered with the right tools right from the start.

"We take the time to acknowledge that managing people and teams consistently and fairly is not always easy - but it's expected. We also make time to recognize a job well done when we see it. It also really helps that we're all speaking the same language when it comes to employee relations. A common language demystifies the process and helps our leaders stay transparent, fair, inclusive and accountable - something we cherish not only within our employee relations efforts, but in our corporate culture as well."

- ER Director