



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 two years ago, the brand was already in explosive growth. Immediately she spotted inconsistencies across the employee relations spectrum that opened the organization and employee culture to unnecessary risk. On the people leader side, rapid growth manifested a freestyle approach to team member discipline. Out-of-date templates "lived" on personal devices. Documentation protocols felt sporadic. File storage was an afterthought with many files grossly insufficient or simply lost altogether.

On the employee relations side, manually supporting people leaders at over 100 locations simply couldn't scale. Even with the help of HR business partners, an overall lack of formal process for investigations left the door wide open for employee accusations, punitive lawsuits and excessive brand damage.



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Healthy Habits Get Employee Relations Back on Track.

As a first step to getting the ER function back into shape, the ER Director warmed up by strengthening the practice at its core and cleaning up the basics. Her team updated tools, templates and manuals. They refined documentation guidelines. They created people leader training on company policy, inclusive employee communication and how and when to partner with HR for formal investigations.

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 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.

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.

Once they gathered initial feedback, the team used that to create a simple user guide which includes an engaging Manager 101 video. In the video, the ER team explains what it takes to be a people leader, what support systems and guidance leaders can tap into, how to document employee relations and of course, when to escalate to HR.

An Iconic Brand Comes Back Strong.

Fitness locations took a huge hit during the pandemic and the organization found their locations closed as well. However in 2021, the brand is ramping back up and managER has played a huge role. The platform has been rolled out to over 700 people leaders and it's now an integral part of their overall people strategy and operations.

The Fitness Powerhouse Grows Confident Leaders and Gains HR Efficiency.

Today, onboarding at the organization includes the original mini-training video, helping people leaders build confidence, and stay accountable 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