

# Crescent HR Partner Solutions Case Study

Not all partnerships  
are created equal

## Background

Crescent is a human capital management technology provider who, in 2020, founded Empact HR. This new division of Crescent was created to meet the growing demands of small and medium sized businesses who needed scaled or fractional HR support. Empact HR now has some of the industry's top HR professionals and has become a top-trusted business and service provider in the HR space.

Headquartered in Metairie, LA, Empact HR serves small to large-sized businesses primarily in Louisiana and the Gulf Coast Region but also has clients throughout the United States.

Empact HR specializes in HCM solutions, consulting, recruiting, audits, compliance, and professional development in addition to HR solutions including payroll, HRIS systems, employee off-boarding, tax filings, benefits administration, applicant tracking, learning management, and attendance. Small and medium sized businesses need strategic HR support as much as the big players, perhaps now more than ever in order to compete. As the preferred alternative to the big national payroll companies, Empact HR focuses on building relationships with its clients and keep them happy and compliant.

Among Empact HR's talented HR professionals is Philip Carrillo, the Director of HR Services. Philip has over ten years of experience in the HR space and never ceases to continue learning and sharpening his skillset. His primary responsibilities include managing the HR team, driving innovation of Empact HR's products, and resourcing the organization with strategic partnerships.





## Needs/Challenges

Before BLR (Business and Learning Resources), Empact HR was partnered with an industry competitor. This was sufficient for Empact HR's preliminary needs, but as their client base grew and the complexity of the client advanced, they knew they would need a partner to keep up with their core needs. Basic templates, tools, and resources would no longer satisfy their clientele's needs. Additionally, Philip felt that their previous partner might have been using Empact HR's information and data to target and acquire their clients. The demand for a true partnership, both in product and working relationship, was quite apparent.

### Empact HR needs:

- Advanced compliance education and guidance
- Leading technology solutions and services
- Streamlined workflow resources, templates, and tools.
- A genuine, collaborative partner relationship

## Vetting process

During the search for a better partner service provider, Philip was able to whittle the list down to two providers – ExpertHR and BLR. His experience with ExpertHR lacked luster, as establishing a real relationship with his partners is incredibly valuable to him. When it came to BLR, Philip had a very genuine and friendly experience getting to know the product and the team that would be supporting their business. He became confident that the solutions would adequately support their client's needs and streamline Empact HR's workflow. With his background in legal services, Philip also understood the real value that BLR has with its in-house legal expertise and partnership with Jackson Lewis P.C.

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**The reason why I moved from [competitor], why my needs evolved to BLR's HR Hero, is because we needed not only to outsource the generation of basic forms, templates, transactional HR support and so on, but we also needed to outsource, in a single solution, all of the education needed to advise our clients.”**

- Philip Carrillo, Director of HR Services



# SOLUTION



## BLR Products

### HR Hero Enterprise

- Employee Handbook Builder
- Job Classification & FLSA Audit Tool
- Compensation
- Job Description Manager
- Salary Finder

### TrainingToday

- Learning Management System (LMS)
- HR Employment library
- Workplace Safety library

### Partner Solutions Center

## Value Delivered

Initially, the business case made to the CEO and COO was tough, as their preceding partner was a cheaper, more basic solution. After acknowledging that the needs of their clientele were not going to be met with the current provider and that they needed a partner that could scale and grow their business, Impact HR decided to partner with BLR.

Within the first year, Impact HR could already see their decision's remarkable and measurable value.

- A new product line, utilizing State law chart builder and Federal and state topic analysis tool, was launched as a direct result of switching to BLR.

- Comprehensive organizational FLSA audits conducted using the FLSA Audit Tool allowed Impact HR to generate almost \$100,000 in 8 months.
- The FLSA Audit Tool streamlined the identification of FLSA compliance concerns allowing them to better serve their clients through time saved in the reduction of manual research and audit results compilation.
- HR Hero has empowered Impact HR to perform better in-depth audits and provide consulting services to larger organizations they couldn't before.
- The premade library of over 2,000 unique job descriptions provided in Job Description Manager saved them an immense amount of time and manual work.

While some partners seem to provide the same breadth of products and services, Impact HR found out quickly that not all partnerships have the same quality of products, services, or relationships. Impact HR's previous provider remained surface level and basic, which might fit the bill for a time. When Impact HR was ready to take on larger and more sophisticated clients, they knew they would need a provider to check all the boxes and become an integral part of their business and a champion for their brand. BLR was the clear answer for ensuring Impact HR's business's scalability and future success. Impact HR and BLR now look to a bright future with a true partner relationship and best-in-class compliance and training solutions.