

THE BOUTIQUE PEO APPROACH

Customized Solutions for a Chaotic World



Maria Elena Ayala

At HR Strategies, we treat our clients equally by treating each of them differently—that is to say, we base our service on each client's individual needs. Rather than working to sell customers fixed products or services, we customize solutions that are specifically matched to each client's business. Just as no two people are identical, no two clients are alike, so we begin each engagement with fresh eyes. We avoid the cookie-cutter approach by employing a boutique model, catering to the specific needs of each business.

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We focus on relationship-building rather than client retention. It seems important to point out that understanding relationships is hard. Relationships require trust and dedication from more than one person. Merriam-Webster defines trust as “assured reliance on the character, ability... or truth of someone.” We take that definition to heart and we are proud to offer such individual attention and tailored services to our clients. We know our clients appreciate the care and attention we provide each of them regularly, as well as in their times of need.

Our clients are treated like family in that our relationships are built on strong core values—not manuals filled with rules and regulations. Real families encounter real problems—that's just life. But when issues arise, family members support each other and stick together. Like families, businesses run into issues, and no matter how minor or how severe, we are there to help clients through the process—no matter how arduous. We offer the exact amount of help the client wants, whether it is assisting in communicating with a disgruntled employee or testifying in unemployment court on the client's behalf. We stand alongside our clients 100 percent—our support is not contingent upon client size. We focus on anticipating and fulfilling our clients' every need, and that keeps us together year after year. In 2011 and 2012, our retention rate was in the upper 90s; some clients were bought out, whereas others closed up shop. Three clients left us for our competition. They were promised the same service at lower prices. It seems the grass isn't always greener, however, for we are proud to say that all three of those clients have returned to us.

Our staff members know how difficult it can be to run a business, and our job is to lighten that burden. Our clients stay with us because they know we are going to continue to allow them to focus on why they went into business to begin with. We allow them to devote more time to their passion and to focus on

their core competencies. Business owners sign with PEOs to have professionals handle the human resource aspects of their businesses. We can provide individual customer service no matter how many clients we acquire; that's just how our business model is set up. Each client is assigned a team of specialists for payroll, benefits, and HR consulting. Those staff members know their clients, meaning an actual person is on the line when the client calls. If there is an issue, our internal staff will travel to client locations to help with whatever issue the client encounters. We believe this high-touch model is the most beneficial way to serve our clients.

Our staff members' experience helps engender a deeper understanding of client needs. We have been in this business for almost three decades, and our internal staff has hundreds of years worth of combined HR, benefits, workers' compensation, payroll, and tax experience. We understand what businesses need from us, and we work every day to meet those needs. We are constantly updating and expanding our knowledge and abilities to serve our clients, both technologically and intellectually. We offer complimentary quarterly training seminars to both clients and prospects to make sure our client base is aware of hot topics related to HR and regulatory compliance. We offer onsite client training for our selection of web-based technology. We believe that education and constant improvement is necessary to stay relevant in this technological age.

Whether it be hand delivering every payroll in a snowstorm or baskets of Georgia goodies each holiday season, we make it our mission to cater to each client individually—no matter what that entails. We don't offer service based on size or revenue; we offer all our services to each client, and each has a choice of which ones it needs. The boutique model works best for us, but we understand that it is not the only successful way to run a PEO. Our emphasis on customization, trust, dedication, and loyalty builds strong, lasting, value-driven relationships with clients. Every business starts with an idea and an entrepreneur's vision. Many companies fail due to their inability to navigate the HR regulations labyrinth alone. In 2013, many explorers will set off into the wilderness destined for parts unknown, but the ones accompanied by experienced guides are the ones who have the best chance to succeed in the long run. Alongside HR Strategies, businesses thrive despite the obstacles, and that constant support is what keeps us together and growing.

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