

## TEARING UP THE RULEBOOK— AND THE EMPLOYEE HANDBOOK

# CASE STUDY

HRO - PAYROLL, BENEFITS, HR ADMINISTRATION AND RECRUITING  
BLOQ, ENTERPRISE-GRADE ONLINE COMMERCE SYSTEMS PROVIDER



### CHALLENGE

A newly-formed modern technology company was tired of paperwork and old-school recruitment tactics.

They understood that top talent was looking for an employer who wasn't afraid to try new things, and they wanted to make that shine through at every phase of the recruitment and onboarding process.

They knew the kind of employee they wanted—one that focused on results over tradition; one that valued simplicity over complexity.

The problem was, the company didn't have the resources to develop such a stand-out recruitment and onboarding process. They needed a hand from someone who shared their values—and their desire to reshape what HR could be in a modern workplace.

### SOLUTION

emphasisHR stepped up with some truly out-of-the-box thinking that helped blow up every expectation—in a good way.

emphasisHR began by throwing out every assumption and starting fresh, researching new benefits and processes that reflected the company's attitude and spoke to the perfect employee.

Without risking legal or compliance problems, emphasisHR built sumptuous online offers that drew attention and built excitement, organized a progressive work-from-home policy, virtually-paperless onboarding materials and much more.

It helped the company connect with the right talent—and helped that talent get right down to business without wasting days on paperwork.

Best of all, emphasisHR handled every detail and freed up the company's valuable time to focus on growth.

“

*emphasisHR didn't try to sell us their off-the-shelf solution because they saw that our position was unique. They took what we had, made it better, more modern, more attractive to the people we need to succeed. Best of all, they were able to do it all fast, and without a lot of hand-holding that got in the way of me doing my job, which is to grow Bloq. ”*

Micki Morgan  
VP, Finance

## RESULTS

Because Bloq found the right partner in emphasisHR, everything was business-as-usual. They NEVER have to worry about the paperwork or the day-to-day business of managing people. They're free to manage the business of their business...the way it should be!

THE CEO, AND EXECUTIVE SUPPORT TEAM, WERE ABLE TO REMAIN STRATEGIC AND FORWARD-THINKING....NO ONE HAD TO COMPROMISE ON METHODS OR STYLE, AND THE COMPANY CONTINUES TO PUSH BOUNDARIES AND GROW...WITH A PARTNER WHO ADAPTED TO THEIR CULTURE, NOT THE OTHER WAY AROUND!