

SilkRoad Onboarding Includes Promotions, Relocations and Exits

SilkRoad
Best Advance in Onboarding Technology
June 2018



Company Background



Company At-a-Glance	
Headquarters	Chicago, IL, USA
Year Founded	2003
Revenue	Private company
Employees	360
Global Scale	U.S., Australia, Canada, Denmark/Nordics, France and Western Europe, Japan, New Zealand, Philippines, United Kingdom, and Northern Europe
Customers/Output, etc.	2,000
Industry	HR technology
Website	www.silkroad.com

Value Proposition

Historically, onboarding focused on a list of tasks. Today's complex modern workforce, which includes FTEs, part-time, contingent, temporary, promotions, transfers and ex-pats, want and need more.

In addition, competition continues to grow for talent, not only for tough-to-fill skilled roles but across the workforce. Once hired, retaining that talent must take top priority. Transforming recruitment into a long-term commitment means providing a continuous level of onboarding.



This "strategic onboarding" approach creates a personal, long-term experience for employee engagement at every career stage, leading to fully-activated talent.

SilkRoad Strategic Onboarding focuses on "onboarding-to-retain," helping companies engage employees from offer acceptance into the employee lifecycle with all its transitions.

With SilkRoad Strategic Onboarding, companies create a personalized onboarding experience — even a global multi-regional one — that's consistent across an organization but highly personalized to a job, role, team and location. The solution's workflows have smart logic and business rules that deliver a unique experience to every user, increasing socialization and time-to-productivity.

Such personalization extends into a whole new arena: onboarding for employee transitions. Companies use SilkRoad Strategic Onboarding to ensure employees have a positive experience with all career changes: promotions, relocations, FMLA, rehires, mergers and acquisitions and exits.

SilkRoad Strategic Onboarding makes the process personal, preparing employees, contractors, part-timers, contingent workers, and others for every stage of their careers.

Clients

Trendmaker Homes selected SilkRoad onboarding to have new hires more productive on day one, helping them better understand their roles and integrate faster into company culture. Social media integration builds camaraderie and celebrates key changes, including anniversaries and new arrivals.

"Our goal was to align product, brand and employee experience through the company portal. We wanted the emotion that home buyers feel when walking up to their new house to be communicated to new hires so we called it Front Porch." – **Eva Brunell**, Director of Human Resources, Trendmaker Homes

Indigo Book and Music, Inc., with more than 6,200 employees throughout Canada, went beyond basic talent acquisition and onboarding, transforming to an experience that engages the modern workforce.

"Due to different locations and different roles, our workforce is complex. Creating a personalized but consistent journey for each individual was a daunting, manual task prior to using SilkRoad." **Sarah Wilson**, Talent Acquisition, Performance Management & Principal Staff Officer, Indigo Book and Music



Product or Program Innovation

SilkRoad Strategic Onboarding, a new launch of SilkRoad's flagship RedCarpet, provides innovative extensions that emphasize an individualized approach to onboarding and extend into all forms of employee career transitions. Modules include Pre-Boarding (offer letter to day one), Onboarding (first 30 days), First-time Manager, Family and Medical Leave Act Transitions, Exits and Contingent Workforce/Consultants.

It gives companies the ability to personalize experiences for their employees based on roles, regions, languages and a range of employee career events, such as promotions, relocations, FMLA, rehires, mergers and acquisitions and exits. Activities, progress and results are all trackable and reportable.

- **Internships.** Create special messaging and training for interns to welcome them, explain the program and share expectations.
- **Transfers.** Offer information about the new office, the new team, geography and even transportation.
- **First-time managers and other promotions.** Provide the policies and procedures of the new role and automatically alert IT or office personnel to order services.
- **Mergers and acquisitions.** Introduce culture and policies, provide a channel for questions and get agreements electronically signed.
- **Exits.** Create goodwill by providing information, kick-off exit processes and extend an invitation to a company alumni group.
- **FMLA.** Support employee transitions to different status and the process of re-onboarding once employee returns.

Unique Differentiators

SilkRoad Strategic Onboarding emphasizes a different approach of driving engagement from the moment a new hire accepts an offer through every phase of the employment cycle.

- **Accelerates time to productivity.** Workflows have smart logic and business rules that deliver a unique experience to every user.
- **Personalizes new-employee experiences.** Serves the most applicable-branded content and education in bite-size pieces at the right time automatically.

- **Supports employee transitions.** Prepares and motivates employees for career changes, including promotions, relocations, FMLA, rehires, mergers and acquisitions and exits
- **Adapts to different types of workers.** Full-time, part-time, seasonal, intern, contractors or contingent workers.
- **Easily scales the onboarding experience.** Establishes a consistent but local experience across departments, states, regions, countries and languages. Offers targeted workflows, configurable by geography, language and division.
- **Eliminates manual tasks.** Seamlessly automates the right tasks, forms, or materials, including i-9 verification.
- **Provides analytics that retain employees.** Helps leaders understand how new hires drive company goals and provides built-in assessments/surveys to take a new hire's temperature.

Figure 1: Strategic Onboarding- First-time Manager



Source: SilkRoad



Measurable Results

Client: Bernick's

Bernicks, a family-owned distributor of beverages and services, faced rapid change in the industry and needed a talent strategy to manage rapid that change with more than 650 employees.

“Onboarding was really huge for us from two perspectives. We achieved productivity with new hires more quickly and gained savings of \$168,000 through automation. The company’s ROI included \$127,000 in onboarding, \$32,000 in offboarding and \$9,000 in transfers as well as a 98% paper-free process.” – Leader, Bernick’s

Client: Daxko

Daxko, a SaaS provider to non-profit organizations, needed an onboarding portal that would get new hired engaged, excited and prepared to work. A notable area of its onboarding portal features an employee culture blog where employees can write about things that interest them at their office and keep their colleagues updated on office events and outings.

“Through SilkRoad Onboarding, we ramp up new team members faster to support key business initiatives. They spend less time bogged down in orientation and paperwork. New hires move more quickly into the real learning for their role. A new hire survey also shows high engagement. When new hires were asked how likely they were to recommend the company, we received nearly a 9 out of 10.” – Leader, Daxko



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