


swipeclock



How to Select the Ideal  
**Small Business  
HR System**

It's never been more challenging to manage a small business workforce. Fortunately, with the right HR solution, you can intelligently automate the mission critical tasks—employee time, labor and HR management. Improved efficiency and analytics will ensure you get the most from your labor dollar. Optimization also frees up time for high-impact programs that affect your culture. These may include initiatives to improve engagement, diversity and equity, employee wellness, or retention.

Smartly-designed work tech can make it happen. Use a thoughtful, structured research process to find the solution that is ideal for your small business. This eBook is for small business owners and HR professionals seeking transformative HR technology.

**We'll show you how...**



“WorkforceHub is easy to use and very economical for our practice. I love the time clock feature. Employees are able keep track of their time and total hours worked during a pay period.”

— James D. HR Manager

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# A Step-by-Step Guide to Choosing the Ideal HR System

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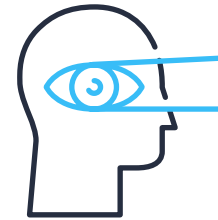
**Assemble a team**

2



**Create a project roadmap**

3



**Identify software features, functions and tools**

4



**Assign researching tasks and share feedback**

5



**Narrow it down to three or four systems and compare**

6



**Make your selection with confidence**

## 1. Assemble a Team

First, choose a project manager and task them with forming a team that includes a representative from every department or business function. Make sure the team members are the ones who will actually use the software.

## 2. Create a Roadmap

- / Build a detailed roadmap (tasks on a timeline) for the decision process
- / Meet at least twice a month to ensure you stay on track

## 3. Identify Software Features, Functions and Tools

- / Define your objectives—what pain points do you need to solve?
- / Determine which features (discussed ahead) will meet the objectives
- / Rank them in order of importance
- / Verify your budget

## 4. Assign Researching Tasks

Use multiple research methods including the following:

- / Participate in live, interactive online demos and discuss your needs in detail with the vendor
- / Consult software review sites for explanations of software features, head-to-head product comparison tables and customer reviews
- / Talk to actual users if possible—especially those at similar companies
- / Attend HR tech trade shows and in-person demos if possible

## 5. Create a Short List

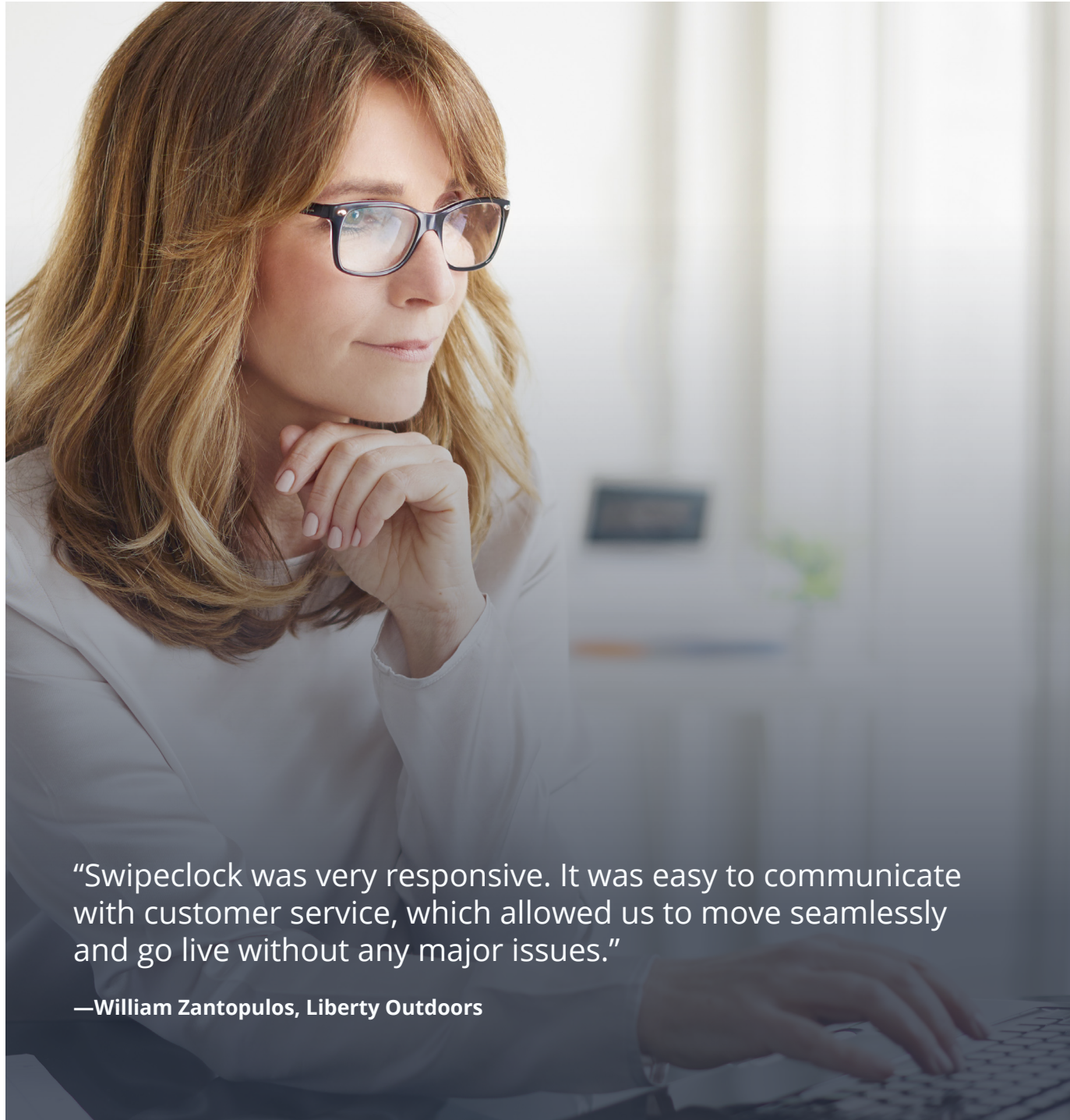
- / Narrow your choices down to three or four systems
- / Confirm that the cost of each system is within your budget

## 6. Make Your Selection

Using your accumulated collective knowledge, choose a system with confidence

### Questions to ask HR system vendors

- What is the fee structure and the total cost of ownership? (Find out if there are hidden fees, recurring expenses, etc.)
- What type of tech support do you offer? (Email, live support, online chat, knowledge base, troubleshooting guide, FAQs, etc.)
- How long does it take to set up?
- What training is included?
- How can I customize the system?
- How do the compliance tools work? Do you update it when laws change?
- What other business software does it integrate with?
- What business size and industry is the system designed for?
- Is your system scalable?
- What are your data security protocols?



## Identify the Features Your Company Needs

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A small business HR system handles hundreds of functions. We will discuss the features as organized into core HR areas.

“Swipeclock was very responsive. It was easy to communicate with customer service, which allowed us to move seamlessly and go live without any major issues.”

—William Zantopulos, Liberty Outdoors

# Recruiting, Applicant Tracking and Hiring Evaluation Template

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## 1. Checklists

- Document the date each task was completed in a centralized location
- Improve communication and eliminate duplicate work

## 2. Job Requisition Templates

- Formalize your recruiting process from job requisition to job offer
- Explain and document the need for the role for the hiring manager or recruiter
- Ensure all stakeholders sign off on each new hire

## 3. Job Description Templates

- Build a library of job descriptions in a standard format and manage them in one place
- Ensure all members of the hiring team use a compliant, approved job description

## 4. Single Sign-on Job Board Posting

- Save time posting to shorten your hiring process
- No need to remember login credentials for each site
- Some software vendors have partnerships with job boards and can offer lower pricing than if you paid for separate accounts on your own

## 5. Pre-screening Application Questionnaires With Knockout Questions

- Filter out unqualified candidates immediately, before you spend time on them
- Quickly isolate a pool of qualified candidates to engage with
- Especially important for companies doing high-volume hiring

## 6. Branded Recruitment Marketing

- Ensure your job advertising blends seamlessly with your overall marketing
- Strengthen your brand identity
- Help job seekers immediately recognize your company's postings

## 7. Job Board Analytics

- Track the number and quality of candidates by job board to better target ad spend
- Stop paying for job boards that don't perform

## 8. Application/Resume Parsing

- Search by job title, skills, qualifications, work experience or location
- Create candidate profiles that all have the same format
- Quickly find qualified candidates in a large applicant database without manually sifting through resumes



“Swipeclock gives us one place where everyone can be in sync. Our ability to automate our time, attendance, and scheduling processes gives us the visibility, efficiency, and lower labor costs we need to succeed today and tomorrow.”

— Charles Fortney, OHP Work Care and SouthernCare Walk-In Clinic

### 9. Automated Applicant Workflows

Build an applicant workflow using stages: Application Received, Do Not Pursue, Schedule Interview, Interview Confirmed, Make Offer, Background Check, etc.

- Use stage change triggers to automate tasks including emails (described in detail below), background screens, interview scheduling, reference checks, hiring team task reminders
- Identify bottlenecks by tracking applicant time per stage

### 10. Email Templates and Stage Change Email Triggers

- Create email templates for each stage of the hiring process
- Merge fields customize each email
- As you move the candidate through the various stages of the hiring process, each stage change will trigger an email, e.g. “We’ve received your application,” Improve the candidate experience by providing frequent updates

### 11. Recruitment Texting

- Text candidates right from the system: because of the quick response rate and near 100% open rate, texting can shorten time-to-hire considerably
- Texts can include a link to a questionnaire or interview scheduling calendar
- See the candidate conversation history every time you send a new text

### 13. Structured Interview Scripts

- All applicants are asked the same questions in the same order
- Better for identifying soft skills
- Simplify EEOC compliance

### 12. Recruitment Texting

- Prevent bias and ensure each interviewer is thorough in their evaluation
- Speed up the interview feedback process (it’s important to not let the interview feedback process drag on because a competing employer with a faster process could extend a job offer to your top candidate before you have a chance)

### 14. Mobile-friendly

- Many jobseekers only use a mobile phone in their job search
- Employers with a mobile process have an advantage over competitors with paper-based processes

# 5 Recruitment Key Findings

**85% of the 13,000 job seekers surveyed** reported that consistent communication throughout the recruitment process is the top driver of candidate satisfaction.



**The most sought-after candidates have found a position within two weeks**

Many companies take almost a month to fill an entry-level position and longer for higher-level positions. If it takes your company over three weeks to make any offer, you will likely lose your top candidates to companies with a shorter process.

**60% of job seekers** have quit filling out an employment application due to its length or complexity.



Organizations that invest in a strong candidate experience **improve the quality of their new hires by 70%**.

**80% of jobseekers** say they would be discouraged to consider other relevant job openings at a company that failed to notify them of their application status. Yet they would be 3.5 times more likely to re-apply to a company if they were notified.

With **WorkforceHub intelligent hiring automation**, you can hire faster, smarter and better—while providing an outstanding applicant experience for every candidate.



# WorkforceHub Hiring and Applicant Tracking



WorkforceHub is a unified small business HR solution that saves time, optimizes labor resources, and protects against compliance penalties. WorkforceHub hiring tools help small businesses attract and hire high-performing employees by solving real-world recruitment challenges.

# Employee Timekeeping and Scheduling Evaluation Template

Uncomplicated, transparent time tracking helps employees focus on their jobs. An inaccurate or confusing method results in payroll errors, frustrated employees, and compliance liabilities.

## 1. Online Timesheets

- Collect employee time data whenever and wherever they work and import directly into the payroll system without manual entry
- Protect your company in case of a wage theft claim or dispute
- Improve timecard accuracy and prevent hours fraud

## 2. Mobile Clock In/out

- Simplify time tracking for mobile and remote employees
- Eliminate the need for employees to estimate their work time on paper timesheets
- More sanitary than a hands-on hardware clock—employees can use their own mobile devices for clocking

## 3. Biometric Time Clock Integration

- Biometric time clock syncs with timekeeping software for a unified time and attendance system
- Employee-aware prompts only present logical options
- Reduce missed punches and prevent buddy punching

## 4. Geofencing

- The system alerts the manager if an employee clocks in outside of the authorized location
- Increase accountability for mobile employees
- Track employee hours by job site for a specific employee or group

## 5. PTO Management

- Employees can see accrual balances using a mobile device anytime, anywhere (such as when planning a vacation outside of work hours)
- Eliminate the need for error-prone and time-intensive spreadsheet PTO tracking
- Simplify FMLA compliance and review requests in schedule context




## 6. Employee Self-Service

- Employees can easily see their work schedule, paystub, accruals, benefits, and important documents (for example, if they need to show their pay stub at the bank, they can access it right there from their phone)
- Strengthen your employer brand with the consumer-type experience employees expect
- Improve data accuracy because employees manage most of it themselves




## 7. Employee Aware Time Clock Interface (only presents logical clocking options)

- Prevent timecard errors and missed punches
- Simplify timecard approvals
- Process payroll faster




## 8. Job Codes

-  Make client billing more efficient and accurate
-  Streamline project management
-  Improve job bidding




## 9. Notifications/Alerts

-  Reduce unplanned overtime
-  Manage certifications
-  Prevent shift coverage gaps




## 10. Schedule Templates

-  Easily build multi-shift, multi-location schedules
-  Save time by creating standard schedules and copying forward
-  Improve compliance with predictive scheduling laws




## 11. Shift Trade Board

-  Allow employees to trade shifts (subject to manager approval if desired)
-  Auto-alerts keep everyone informed of schedule changes
-  Improve employee satisfaction by giving them more control over their schedule




## 12. Scheduling and Shift Planning

-  Build complicated schedules faster and more efficiently
-  Employees can see their schedule and reminders online or through the app anytime, anywhere
-  Small businesses save money by hiring part-time employees—allowing employees to choose when they can and cannot work makes scheduling easier and reduces turnover




## 13. Schedule Enforcement

-  Eliminate early clock-in and late clock-out
-  Pay employees only for time worked
-  Simplify manager oversight, especially for large teams, multiple locations and distributed workforces




## 14. Overtime Management

-  Proactively manage overtime
-  Lower labor costs by limiting unplanned overtime
-  Simplify FLSA overtime compliance

## 15. Meals/breaks Management

-  Ensure employees clock out for unpaid breaks and take their full required breaks
-  Simplify compliance with meals and breaks laws
-  Reduce payroll errors

## 16. Reporting and Metrics

-  Leverage HR data for better decisions
-  Optimize resource allocation
-  Measure the ROI of HR programs

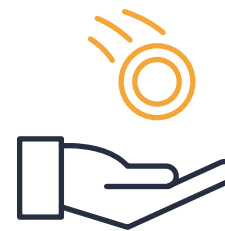
# 4 Key Findings on Time and Attendance

Companies that use timekeeping software integrated with payroll processing see **57% fewer PTO errors, 30% fewer payroll processing errors, and 32% fewer time tracking errors.**



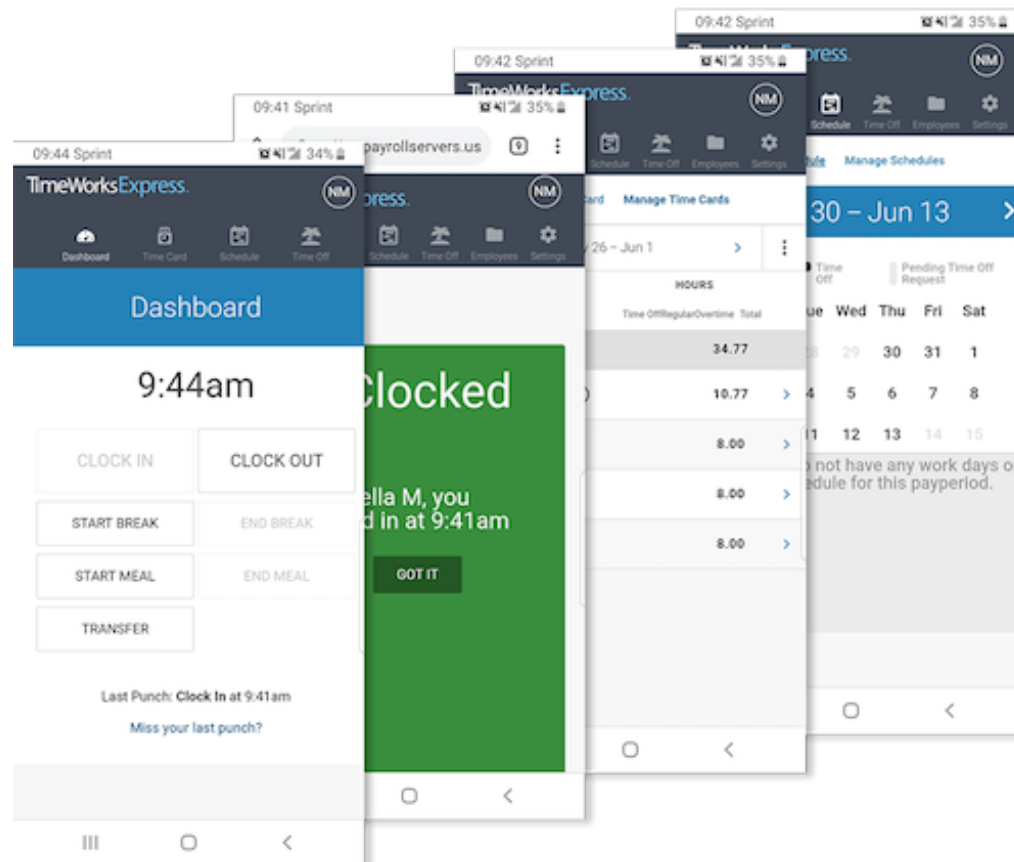
Time theft can take as much as **7% from your gross annual payroll.**

According to the American Payroll Association, **43% of hourly employees commit wage theft.** If 40% of your employees steal 10 minutes a day (a conservative estimate), that means you are losing roughly **\$150 a day** (based on a staff of 150 employees).



U.S. employers pay over **\$300 million annually in back wages** due to payroll errors.

# WorkforceHub Time and Labor



WorkforceHub is a unified small business HR solution that saves time, optimizes labor resources, and protects against compliance penalties. With WorkforceHub Time and Labor, you will capture precise timecard data for onsite, offsite and mobile employees while reducing labor costs from overstaffing and overtime.

# Employee Onboarding and HR Management Evaluation Template

Onboarding affects everything from employee engagement to the quality of customer service. High turnover is one of the stickiest problems in the current employment climate. Firms with effective onboarding processes experience less turnover. Once the employee is onboarded, the right HR system will extend the efficiencies throughout the employee lifecycle.

## 1. Digital New Hire Portal

- Provide a convenient, remote way for new hires to submit paperwork
- New hires can learn about benefits in the comfort of their home and discuss with a spouse, parent or significant other
- Allow new hires to break up time-consuming tasks like handbook review into manageable chunks

## 2. Administrator Completion Confirmation

- Administrator can manage onboarding from a mobile device and monitor progress

## 3. Background and Reference Checks

- The candidate enters their references on the application
- The hiring manager can call references or send an email any time during the process
- Order background and reference checks right from the software

## 4. Administrator Onboarding Checklists (set up workstation, schedule welcome breakfast, order ID badge, etc.)

- Ensure new hire has a positive first day
- Make sure nothing slips through the cracks

## 5. Employee Check-ins

- Make it easy for managers to regularly connect with each team member (this is especially important when the employee or manager is working remotely)

## 6. Employee Recognition Wall

- Any employee can give kudos to any other employee
- Show employees that their efforts are appreciated
- Make it easy for employees to recognize coworkers outside of their team

## 7. Anonymous Suggestion Box

- Allow employees to give honest feedback without fear of retribution
- Can expose dishonest, illegal, or unsafe practices

## 8. Alerts and Notifications

- Administrators can set alerts connected to dates- employee birthdate, certification expiration date, or hire date
- No need to track important dates with spreadsheets
- Helps prevent compliance violations due to expired certifications

## 9. HR Reporting and Analytics

- ⬡ Make data-driven business decisions
- ⬡ Monitor time and labor continually so you can adjust employee scheduling as needed
- ⬡ Measure the success of engagement, DEI, benefits usage and referral programs

## 10. HR File Cabinet

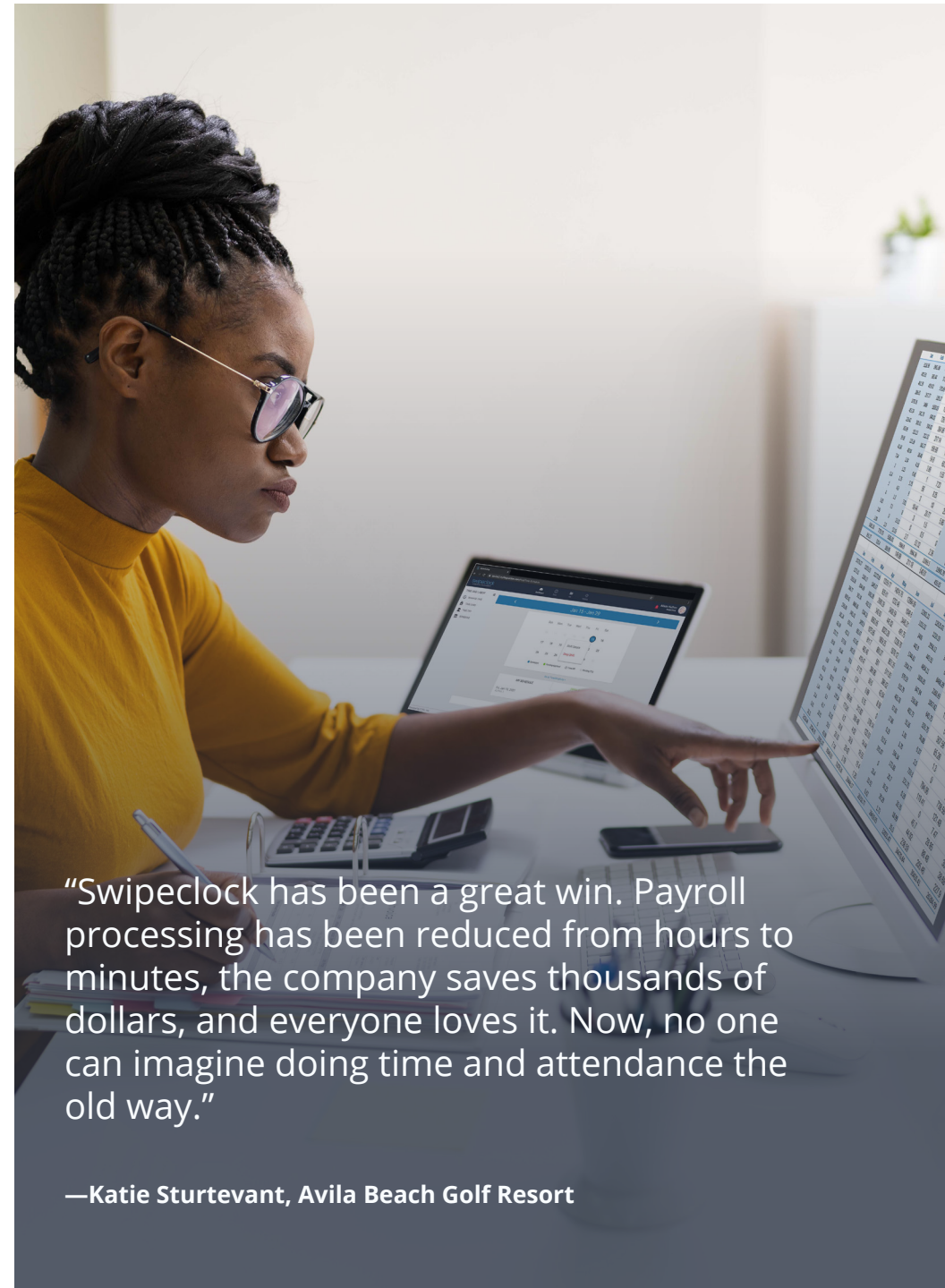
- ⬡ Manage the employee handbook and other important documents digitally and securely
- ⬡ Make updates in real time—everyone is always working with the latest version
- ⬡ Stop wasting time searching filing cabinets for documents

## 11. Benefits Enrollment

- ⬡ Proactive alerts triggered by dates (birthdate, performance review, certification expiration,, etc.) remind employees, managers or administrators a certain action needs to be taken.
- ⬡ Administrators don't have to track important dates with spreadsheets

## 13. Structured Interview Scripts

- ⬡ All applicants are asked the same questions in the same order
- ⬡ Better for identifying soft skills
- ⬡ Simplify EEOC compliance

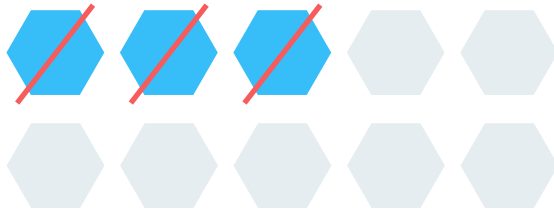


“Swipeclock has been a great win. Payroll processing has been reduced from hours to minutes, the company saves thousands of dollars, and everyone loves it. Now, no one can imagine doing time and attendance the old way.”

—Katie Sturtevant, Avila Beach Golf Resort

# 5 Onboarding Key Findings

**31% of workers** have quit a job after less than 6 months.



When an employee participates in structured onboarding, they are **58% more likely** to remain with the organization after three years.

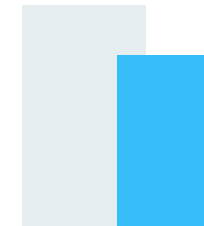
Only **32% of employers** have a formal onboarding program.



**56% of self-labeled 'disengaged' employees** said they got poor training or no training at all.



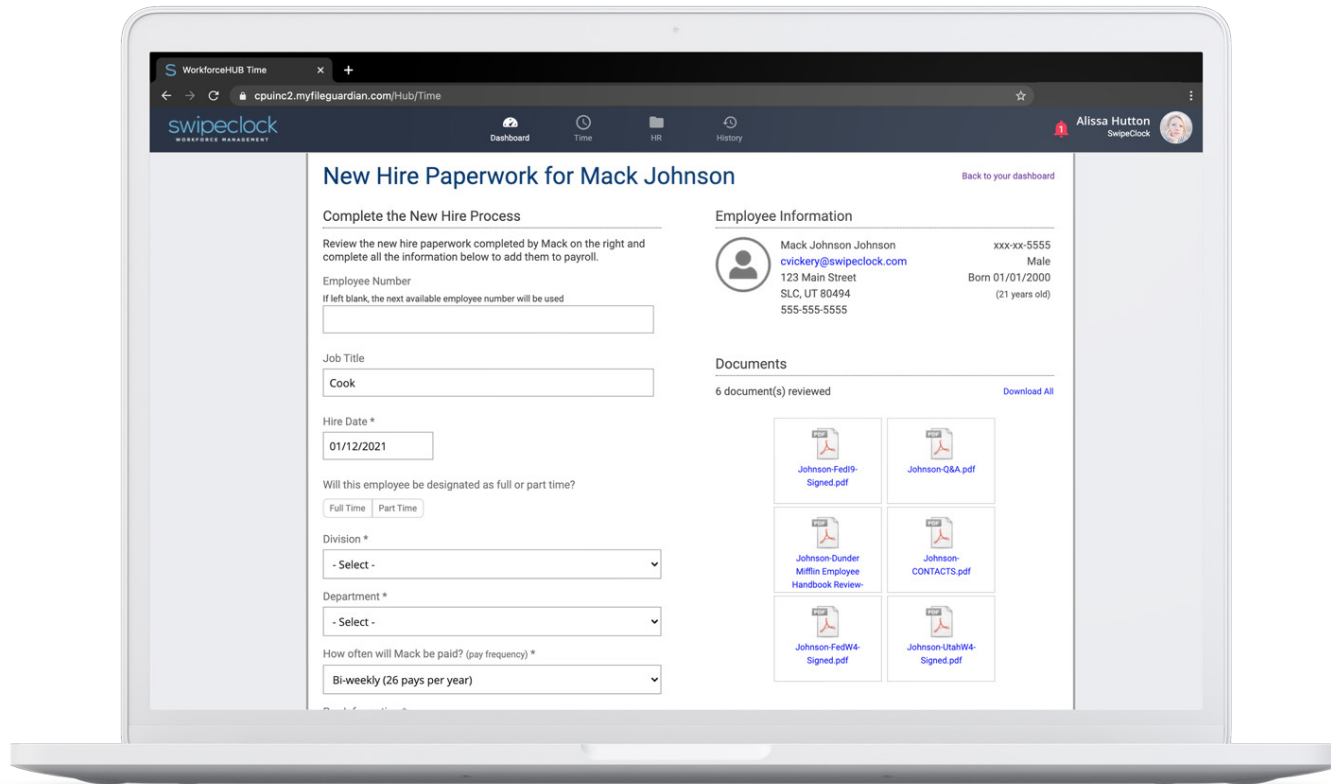
Onboarding has the **second-highest** business impact of all 22 HR practices.



With employee-centric onboarding tools like those in [WorkforceHub](#), onboarding can become a competitive advantage that drives new hire engagement and retention.



# WorkforceHub Employee Onboarding and HR Management



WorkforceHub is a unified small business HR solution that saves time, optimizes labor resources, and protects against compliance penalties. WorkforceHub Employee Onboarding and HR Management tools help small businesses meet complex labor requirements so they can grow and prosper in a challenging business landscape.

# What are the Critical HR Technology Needs for Your Industry?

## Healthcare

Preventing understaffing, scheduling confusion, and staffing imbalances are essential for high quality patient care. Employee self-service reduces absenteeism and employee burnout. Advanced reporting ensures compliance with FLSA, ACA, and Payroll Based Journal.

- / Schedule by department, shift, skill, or job position
- / Certifications tracking
- / Online shift-swapping
- / Auto-alerts for no-shows and encroaching overtime

## Manufacturing

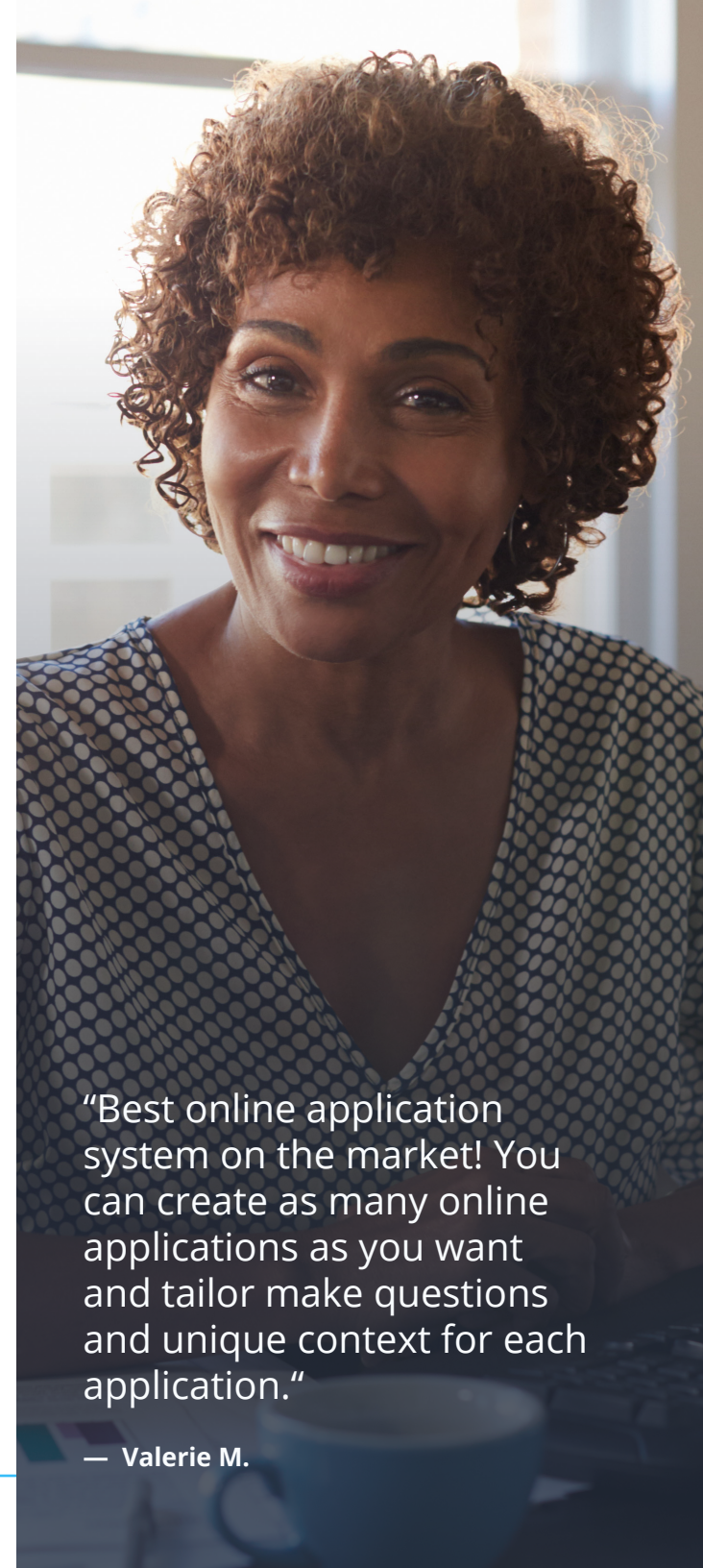
Time theft and unnecessary overtime drive up payroll costs. Labor management software paired with biometric time clocks solve these problems. Biometric clocks make buddy punching and hours padding impossible. Schedule adherence restricts out-of-schedule punches. Advanced scheduling software helps managers create schedules that limit overtime. Overtime alerts and schedule enforcement provide an extra measure of protection.

- / Biometric time clocks
- / Schedule adherence
- / Meals/breaks tracking
- / Overtime alerts
- / PTO tracking
- / Customizable pay rules

## Retail

Set shift rules that guide schedule creation. Managers can easily view multiple calendars and locations. Online timecard management speeds up approvals. Prevent double booking which can happen with spreadsheet scheduling.

- / Employees can see their schedule in a mobile app
- / Automated employee schedule reminders (text or email)
- / Multi-location scheduling
- / Fair work week settings
- / Schedule adherence
- / Missed punch alerts



“Best online application system on the market! You can create as many online applications as you want and tailor make questions and unique context for each application.”

— Valerie M.

## Education

The average elementary school has more employees than 90% of U.S. businesses. They also have numerous employee types, pay rates, and pay frequencies. Seasonal schedules, union contracts, and grant tracking add to workforce management challenges.

- / Mobile app for convenient clock in/out regardless of location
- / Work hours tracking for multiple job roles
- / Manage seasonal staffing fluctuations
- / Multiple pay frequencies
- / PTO, vacation, leave management
- / Work-study hours and grant-tracking alignment

## Construction

Tracking employees at remote job sites is difficult with traditional punch clocks. Mobile apps with GPS allow managers to see when and where employees clock in.

- / Portable time clocks with backup batteries and offline mode
- / Mobile app with geofencing
- / Self-service timecard, schedule, accruals
- / Multi-crew scheduling
- / License expiration alerts

## Hospitality

As hospitality businesses reopen after COVID closures, they have an opportunity to retool their operations to better compete in a market that has changed considerably. The quality of workforce management affects both the guest experience and profit margin. In an environment where employees are largely unsupervised, oversight is key.

- / Recruiting automation allows businesses to re-staff quickly
- / Schedule forecasting helps match staffing demands to expected occupancy
- / Track multiple employee types and locations
- / Mobile punch in and facial recognition time clocks reduce shift change slowdowns
- / Online trade boards let employees pick up extra hours without back-and-forth texting
- / Compliance tracking prevents wage and hour violations

## Non-Profit

Non-profits must unlock value from every tool and process. Carefully-chosen workforce management software like WorkforceHub improves efficiency so the team can spend more time on their core mission.

- / Priced per employee—scales up or down
- / Mobile app for any time, anywhere punch in/out

- Track both paid and volunteer hours
- Advanced reporting improves transparency for donors and regulatory entities

## Multi-State Employers

If you have recently added a location this year—kudos to you! It's an achievement many companies never attain. However, employee management that crosses state lines takes on a new level of complexity. Here are some tools to help you avoid pitfalls:

- / Advanced employee scheduling: set rules for local predictive scheduling, overtime, or meals/breaks laws
- / Biometric time clocks ensure accurate timekeeping for state-specific minimum wage laws
- / Overtime and out-of-schedule punch notifications
- / Manage workforce documents in a searchable database to simplify recordkeeping requirements



“We had a client go through a Department of Labor wage and hour investigation, which obviously is a scary thing for any employer. Time stamps, individual logins, and approvals recorded by Swipeclock software helped meet the burden of proof necessary to combat the allegations and reduce the fine to almost nothing.”

— Joseph Lyon, CEO My HR Professionals,  
Swipeclock reselling partner

## Choose a Solution Tailored for Small Business Needs

A small business isn't simply a smaller version of a large business. The dynamics are vastly different—especially when it comes to Human Resources. For starters, many small businesses don't have a dedicated HR manager with formal HR training. Secondly, many don't have an IT team to set up and maintain software. Since they have tighter margins and less cash on hand, they can't buy a system that requires a large upfront investment. In addition, small organizations can't wait several years for their investment to start paying off. They need results now or there's no point. Furthermore, they need solutions that are quick to stand up and require little training. To recap, here are the must-have features of a small business HR solution:

1. Affordability
2. Swift time-to-value
3. Ease of use and a quick, hassle-free roll out
4. High adoption rate
5. Scalability
6. Seamless payroll integration

While it may seem like there are dozens of small business HR systems on the market, actually, there are few that meet the specific needs of small businesses. Many are scaled-down versions of an enterprise solution, requiring significant monetary investment and staff to implement and administer. On the other end of the spectrum, the less expensive solutions advertised for small businesses don't have the feature set to handle complex business needs, especially around time tracking, scheduling, and labor optimization.

# Why **WorkforceHub** is the Ideal Small Business HR Solution

WorkforceHub was built from the ground up for small businesses and meets the criteria listed previously:

- / WorkforceHub offers an incredible value at only \$6 per employee per month
- / Our subscription model allows to you pay as you go (no contract required)
- / WorkforceHub can be up and running in a couple of weeks
- / Provides a rapid time to value
- / Scales as your business grows
- / Doesn't require an IT team to implement or maintain (we provide technical support, software updates, and data security)
- / Simple to use—anyone in the company can use the software with minimal training
- / Doesn't have unnecessary complexity or features you don't need
- / Our U.S.-based support team has an average 5 years workforce management experience

WorkforceHub includes everything you need to successfully manage your workforce:

1. Recruitment and applicant tracking
2. Employee onboarding
3. HR management
4. Employee scheduling
5. Employee benefits enrollment
6. Time and attendance
7. Reports and analytics
8. Employee self-service portal
9. Templates, alerts and checklists
10. Mobile app for Android and iOS
11. Employee engagement: recognition wall, suggestion box, manager check-ins
12. Payroll import

Over 30,000 businesses and 1,000,000 employees are powered by Swipeclock solutions either directly or through our network of valued partners.

**Swipeclock's WorkforceHub is the HR system of choice for innovative small businesses.**

Visit [WorkforceHub](#) to schedule a demo.



Email us at [info@workforcehub.com](mailto:info@workforcehub.com) or call us at (888) 223-3450