



The Point of Difference in Human Resources

# The Business Case for Smarter HR



PAYROLL

BENEFITS

HRMS

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Businesses currently face challenges on many fronts—including sales, marketing, finance, globalization and product/service differentiation. So, while reducing HR and benefits costs may make sense on paper, the real question for businesses and their decision-makers is why they should make the optimization of HR processes a priority today in order to succeed.

### **Profitability**

When you spend less on overhead, your operating margins increase. These savings multiply as your business grows. With so many other costs rising, it's essential to reduce those that can actually be reduced. Improved HR also improves top-line business performance by making sure you attract, retain and motivate the best people possible. This further boosts your company's profitability.

### **Stronger competitive differentiation**

When you spend too much money on HR, you're not spending it on other areas of your business where you really need it to delight your customers and beat your competition. And, here too, the skills and morale of your employees make a big difference. If your people are smarter and happier than those of your competitors—and if they work harder for you—you will consistently win, even in challenging times.

### **Reduced risk**

Inadequate HR processes leave you and your company exposed to all kinds of legal and regulatory risks—including accusations of race and gender discrimination, workplace harassment issues, and inadequate compliance training. By enhancing the quality of your HR processes, you substantially mitigate your exposure to these risks—which can potentially be very damaging to your near- and long-term business performance.

### **Stronger brand value**

In today's hyper-connected, socially networked world, word spreads quickly. So if your employees are unhappy, your customers and potential customers are bound to find out. On the other hand, if you gain a reputation as a great company to work for, your company's public image will benefit. HR can thus directly impact one of your most precious company assets—your brand equity—in a highly positive way.

### **Greater business agility**

Because markets have become so dynamic, companies have to be nimble to survive. HR plays a central role in achieving business agility. It is what enables you to scale your staff up and down with greater flexibility. It is how you on-board the skills and experience you need, when you need them. It is instrumental for responding to regulatory change. It can even play a crucial role in enabling you to acquire and rapidly assimilate other businesses.



It is also worthwhile to note that the positive transformation of your HR processes can be less disruptive and time-consuming than you think. With the right partner, you can smoothly and safely implement the best practices described here. So you can achieve a lot of business gain without a lot of business pain.

When you start viewing HR as strategic and not tactical, your company can better optimize its investment. Every company that wants to not only survive but thrive in today's rapidly changing marketplace must learn how to transform their HR spend into a strategic corporate investment.

### **About CheckPoint HR**

CheckPoint HR is a trusted partner for companies with 50 to 2000 employees that want to drive down HR and benefits costs while improving processes. We provide a total solution that combines all of payroll, benefits administration and other HR management functions into a single, web-based system for automating the employee lifecycle. Through our unique combination of superior technology, deep HR expertise, and commitment to client satisfaction, we consistently achieve excellent results in both the short term and the long term.