

## CASE STUDY

# MidAmerica Basement Systems

When an HR coordinator came into a new role, he learned to use WorkforceHub and recognized how many tasks it could streamline in his day-to-day.

### At a Glance

#### THE SITUATION

- A new HR coordinator joined a construction company serving eastern Iowa and western Illinois.
- When he came into the role, he needed to get up and running on the time and labor management platform in place, WorkforceHub.
- He soon found that the system features were user-friendly and immensely beneficial, prompting him to embrace additional functionality.

#### SOLUTION HIGHLIGHTS

- Easy to learn.
- Includes all the features the company needed, including hiring, onboarding, and time and accruals tracking, with robust support available.
- Streamlines many HR functions through a single system.

### The Situation

Kyle Tuller joined MidAmerica Basement Systems, a construction company specializing in basement waterproofing and foundation repair that serves parts of Iowa and Illinois. The company has approximately 60 employees, most of whom work at different jobsites throughout the three-hour radius from the home office.

When Kyle took on his new role, he learned that the company was using WorkforceHub, a time and labor platform built for small businesses. At the time, the workforce relied on WorkforceHub to keep track of employee hours. However, no one within the organization was available to train him on the system.

### The Outcome

#### COMING INTO A NEW ROLE WITH WORKFORCEHUB

As Kyle started to poke around within WorkforceHub, he soon learned just how user-friendly and accessible it is. Plus, he was pleasantly surprised to learn that it included hiring and onboarding tools, which weren't previously being used by the company.

**"It was easy to pick up, and whenever I had questions, my customer service rep was very responsive."**

Kyle relied on the customer support team to get up and running, who (in his words) "were absolutely amazing at answering questions and providing advice, best practices, and links to online tutorials."

#### UTILIZING ADVANCED FEATURES FOR IMPROVED EFFICIENCY

One of the key functions of the time-tracking component needed by MidAmerica Basement Systems was geofencing, as many of its employees work offsite across a wide service area. The ability to allow those workers to clock in digitally provided enhanced flexibility and improved the accuracy of payroll data. But it was also critical to ensure that those utilizing the mobile time clock were arriving at their job sites on time.

Establishing a geofence provided valuable insights into where each employee was physically located when clocking in and out. The employees also report that the virtual time clock is easy to use and accessible when working at various sites.

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Kyle also emphasized how much he relies on the hiring and onboarding tools built into the platform. The company makes approximately two to three new hires per quarter, although an increase in needs in Q1 2024 resulted in bringing on eight new employees. Since much of the work associated with hiring falls under Kyle's purview, he noted that the applicant tracking system has been significant, eliminating the need to manually enter hiring data on a spreadsheet, which is daunting, meticulous, and hard to use as a resource.

**“Overall, it’s just an efficient program ... and I’m all about efficiency.”**

During the hiring process, all the applicant data flows through the system, and it automatically identifies duplicates. Also, all new hire paperwork also gets imported into the platform, eliminating the need for handwritten forms.

## TIME AND MONEY SAVINGS

MidAmerica Basement Systems has benefitted from utilizing WorkforceHub for time and labor tracking. When Kyle joined the team, he was able to learn the solution quickly and utilize additional functionality to make his job easier.

Some of the aspects of the platform that have impressed the team most include:

- **Hiring and onboarding:**  
These tools help make the process of bringing on new hires much more seamless.
- **Accruals:**  
The company's unique policy is built in, including the accrual rates and when they will increase based on tenur. Employees can also view balances and request time off.
- **Geofencing:**  
Company leaders can ensure that employees arrive on time and track their hours properly.

“I came into this role with no one to train me on the system, relying heavily on customer support to learn how to fully utilize the system,” Kyle explained. “It was easy to pick up, and whenever I had questions, my customer service rep was very responsive through email and by phone. I’m pretty tech-savvy, but I think this platform will be easy for anyone to learn.”

Kyle recommended WorkforceHub to any small business that might be looking for a platform to manage time and labor. “First and foremost, it’s very cost efficient,” he stated. “It improves the onboarding process as a whole, marrying your recruitment efforts with bringing on new hires. There are also all kinds of forms and tasks built in that save a lot of time.”