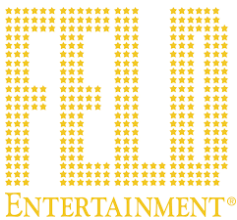


Click Boarding
7500 Flying Cloud Drive
Eden Prairie, Minnesota 55344
United States

www.clickboarding.com
info@clickboarding.com
(952) 283-3450



White Paper



EMBRACING EXCEPTIONAL SUPPORT

Transforming Employee Onboarding

FELD Entertainment's Journey with Click Boarding

Introduction



TABLE OF CONTENTS

The Problem	05
The Challenge	06
The Solution	08
Use Cases	10
Impact to Businesses	12
Exceptional Service	14
Advice for Others	15

BACKGROUND

If you've ever enjoyed a *Disney on Ice* or *Monster Jam* show, you've been exposed to the magical organization that is FELD Entertainment. Known for their world-class touring shows, FELD Entertainment is the leader in producing and presenting live touring family entertainment experiences. And they provide entertainment in more than 75 countries and on six continents.

One of the best things about FELD is their unique business model that ultimately leads to the incredible shows their clientele base enjoy frequently. This same unique nature of their organization is what sent them on a path to Click Boarding in 2019. But first, let's back up.





“THE GOAL WAS TO GET THE ORGANIZATION ONTO AN AUTOMATED ONBOARDING TECHNOLOGY PLATFORM AND ULTIMATELY - IN THEIR WORDS - INTO THE 21ST CENTURY.”

The Problem

Like all companies, FELD Entertainment hires many employees on an annual basis to make up their workforce of over 1,200 professionals. Unlike many corporations, however, FELD is in the business of hiring and rehiring seasonal talent to support their project-based entertainment shows. From an HR perspective, that can pose quite the challenge when it comes to employee onboarding and engagement practices. Especially in 2019, when FELD, like so many others, were on a paper-based employee onboarding program.

At the time, FELD organized a task force of individuals across their business to find and deploy a modern employee onboarding solution. This group included HR professionals and well as representatives from IT and management. The goal was to get the organization onto an automated onboarding technology platform and ultimately - in their words - into the 21st century.

When the idea originally came up to invest in an automated onboarding platform, there was an extreme level of excitement across the organization. In response, the task force knew they had to deliver. And they certainly did. In fact, when they set out on their journey, they didn't anticipate the true impact it would have on their business.

Just a few short years later, we had the privilege to interview not one... not two... but three FELD Entertainment employees involved in the selection, implementation and administration of the Click Boarding solution. The task force included a Talent Acquisition Manager, an HRIS Analyst and a true Hiring Manager on the Touring Team, to provide a business-lens of the daily realities in working for FELD.

This group of diverse team members shared a common goal to drastically improve the new hire onboarding experience. As members of unique functions at FELD, they each had particular needs based on their departmental responsibilities. Their project started off in defining these key requirements. Their non-negotiables - if you will - that had to be met.



The Challenge

The Challenge



01

A model that would compliantly and securely protect PII:

For context, FELD had been using email to onboard employees. Which clearly poses a risk in the protection of PII (Personal Identity Information) tied to private and confidential data. According to FELD's Talent Acquisition Manager, protecting the PII was of utmost importance when taking on this initiative. Security of personal data matters, and FELD took that very seriously.



02

A flexible solution that could handle international requirements:

FELD operates on a global scale across 75 countries. This results in the need for unique taxing and payroll forms, work Visa's and custom protocols, not common in the US. As such, they needed a workflow management solution that would allow for unique configurations by group. So that even their most unique employees could onboard completely in platform.



03

A program deployable remotely, while literally "on the road:"

The nature of FELD's working structure is literal touring groups on travel buses. Which is where all business is conducted, including the onboarding process. The team knew they needed a mobile-first solution that would be accessible from any location on any device. This would truly empower their new hires and hiring managers alike. So that they could focus on the face-to-face aspects of onboarding onto a new team while building culture.



04

Integration with their Applicant Tracking System of choice:

FELD selected Lever as their Applicant Tracking System. A great choice, in our opinion, known for streamlining recruiting to bring you the best talent faster. With this key selection in mind, they needed an onboarding software that would complement and not over-complicate their holistic tech stack.

The Solution

Through their search, FELD's selected team of HR Tech experts came across multiple technology vendors. After reviewing various platforms, previewing multiple demonstrations with team members and comparing options, Click Boarding continued to stand out as the right choice. When we asked why, here's what we heard:



A traditional support model:

Although Click Boarding provided a simple interface and self-service capabilities in platform, FELD needed a partner that could step up to support them on the fly, as situations arose in unideal situations under tight timelines. Click Boarding's support model that includes engagement experts across implementation, training and support and long-term client success provided the best solution. Ultimately, the FELD team saw the value in a team of HR tech professionals behind the scenes to answer any questions that arose. Their favorite part? Even when they came forward with the most obscure questions, Click would deliver and find a solution every time.

An expedited model with records to act as a source of truth:

FELD wanted a balance of a pleasant employee experience in combination with one that was quick and foolproof. That's certainly what they got with Click's end-to-end employee experience platform. What's more, entering the digital space allowed employees across FELD to access up-to-date documents real-time. This became a somewhat unexpected though drastically appreciated benefit of the Click solution. New hires, hiring managers and HR alike could all access the platform real-time to see the most up-to-date employee documentation. All within a secure platform that wouldn't compromise PII.



Integrating with existing systems, Click Boarding optimizes hiring and simplifies data management.



Seamless integrations to various tech solution providers:

Not only did Click Boarding complement the Lever platform, they also simply integrated with FELD's existing HRIS system. This was a key component for FELD's IT representative. Click's IT-friendly APIs presented clean and simple solutions for a complete HR tech ecosystem. One that FELD could set-up confidently for the long-haul.

This one is two-fold, as FELD was also thrilled to come across a platform that required minimal involvement from the IT department. FELD maintains a lean IT team, so they needed a system that wouldn't require extensive handholding. According to the HRIS Analyst, "We needed something that was super flexible and didn't require all of this programming and hard coding. And I feel that's what we got for sure!"

Straightforward, yet flexible workflow orchestration:

The FELD team was impressed by the simple yet configurable functionality of the Click Boarding platform. Specifically, Click provided the best solution given unique department, international and touring needs. An example of this came to be the creation of unique process flows by role, which allowed for advanced skip logic capabilities. Specifically, new hires would enter unique workflows, in a linear cadence, to capture the right information for their position.

Use Cases

Flash forward to today, as FELD has been a happy Click customer for nearly three years. Since that time, they have fully deployed a holistic onboarding program. This includes a robust yet engaging introduction to the organization at large as well as department-specific workflows for new hires to get acclimated to their particular division or function. The team has enjoyed building custom workflows for each unique department, based on their diverse protocols, processes and personnel to introduce. With Click Boarding's help, they've built a FELD-focused series that they're truly proud of.

Aside from standard new hire workflows, FELD consistently and routinely deploys rehire (or as we say, "reboarding") workflows to past employees coming back onboard for a seasonal placement. Leveraging the Click platform allows them to access existing records and pick up wherever needed to accommodate the re-acclimated employee. All it takes is a quick rehire workflow to get their employees back up to speed and prepared for success in their new role. Whether temporary or long-term!

In the future, the FELD task force plans to introduce additional processes within Click Boarding to facilitate internal movements within the organization. Particularly tied to corporate employees moving laterally and vertically – or upward – within the organization. It's a no brainer that they're excited to deploy, now that the team has more time following the ongoing burdens and repercussions of COVID-19.

FELD ENTERTAINMENT HAS SUCCESSFULLY IMPLEMENTED A COMPREHENSIVE ONBOARDING PROGRAM WITH CLICK BOARDING, CATERING TO BOTH GENERAL AND DEPARTMENT-SPECIFIC NEEDS, INCLUDING SMOOTH REHIRING PROCESSES. THEY PLAN TO EXPAND ITS USE FOR INTERNAL MOVEMENTS WITHIN THE ORGANIZATION.



Impact to Business

Based on the requirements identified at the outset as well as the decision to select Click Boarding, it's clear that FELD experienced significant benefits out of the gate. What the team didn't realize, however, is just how extensively and profoundly it would impact their organization.

Across the board, the common theme noted was efficiency. Efficiency in process expedition, cost savings, new hire productivity and time back to focus on value-added, meaningful activities. These impacts were noted across all functions including HR, IT and business operations.

"EFFICIENCY IN PROCESS EXPEDITION, COST SAVINGS, NEW HIRE PRODUCTIVITY, AND TIME BACK TO FOCUS ON VALUE-ADDED ACTIVITIES WERE NOTED ACROSS ALL FUNCTIONS."



Aside from these anecdotal remarks, we asked about true ROI following the investment in Click's employee experience platform. Although they haven't necessarily slowed down to quantify, the team is confident in cost savings tied to efficiency in time. This is specifically attributable to the complete digitization and automation of their old, outdated processes. For instance, new hire paperwork is now being completed lightyears quicker. According to FELD's business leader we spoke with, "98% of the process is now done prior to new hires ever getting to me. It's a huge help and time saver." This all makes sense when you learn they were emailing PDFs back and forth for scanning, completion and sending manually across all parties. When asked for hard numbers, FELD's HR representative estimated a savings of 2-3 hours per hire, when accounting for both the employee and HR team time. Multiply that by 100 hires, and they'll have saved 250 hours on average. No wonder they keep coming back to efficiency.

HERE ARE SOME EXAMPLES OF BENEFITS WE CAPTURED FROM THIS MOTIVATED TEAM:

01	Protecting the PII via digitization of sensitive paperwork and secure document upload.
02	Efficiency captured by building processes that automate at scale to deploy at the click of a button. The employee experience is reportedly 100% better than the past onboarding process, "if you can call it that," said FELD's Talent Acquisition Manager.
03	Exceptional feedback from new hires including shared enthusiasm for the ease of use, mobile-first access and speed of completion.
04	Following implementation of the program, FELD's IT department has been hands-off. Which they clarified as the best case scenario for a department that would typically come in to troubleshoot technology issues left and right. In reality, Click's platform is intuitive and straightforward for even the least technical professionals.
05	Foolproof API integrations across HR tech platforms, including both their ATS & HRMS systems of choice. Click even went above and beyond to act as an advocate with other Technology Systems to ensure an effective and seamless HR tech ecosystem for the FELD team.
06	"I no longer have to worry about management of documentation such as Visas or payroll, monitoring individual tasks or babysitting the process in general. The access to up-to-date information has been integral to success." said FELD's Touring Manager for Traveling Production.
07	From a candidate standpoint, new hires are pleasantly surprised by the digital nature of the platform. What's more, the ease of use and comfort uploading confidential information to a secure platform provides immediate peace of mind.
08	From a business operations standpoint, the FELD team joyfully shared that 98% of the onboarding process is complete prior to any hiring manager assignments. "It's a huge help and time saver.... I never want to go back to our old method now that we've seen the light!"
09	Click positively impacted the whole company. All employees have used the platform at some time or another and they've walked away impressed and excited to begin their journey with FELD!

Exceptional
Service

When it comes to software, technical capabilities are crucial. But sometimes equally important are the soft skills of the organization to step up from behind the scenes when help is needed. This could not have been more paramount for the FELD Entertainment team. In fact, the task force mentioned Click's service model seemingly in every question!

This soundbite from FELD's TAM says it best. "Click Boarding is a really great solution and an awesome onboarding partner, but I think it comes down to the service and the people that we've partnered with. It's what puts Click a notch above everybody else... From sales to implementation to support, it's really been a great experience."

As we dove in for more detail, the FELD team noted exceptional support across Click's entire service model. When working with implementation, FELD appreciated the passion for training and dedication to creating unique experiences from our team of consultants. Upon going live, FELD's point of contact within the Click platform expressed deep appreciation for Click Boarding's training and support team. "The responsiveness and access to resources is unmatched. It's a great balance of self-serving tools readily available as well as a team behind the scenes to show up and provide that expert man power."

As an ongoing client, Click Boarding's Client Services Team has far from disappointed Click users at FELD Entertainment. Particularly when it comes to creative thinking in solving unique problems, the FELD team has been "seriously impressed." Their HR rep put it in great words when she stated that "FELD has some of the wonkiest requests that can be crazy." Thankfully, instead of turning those requests away, the Click Customer Care team has stepped up time and time again to solve. Not only for today but for the future of FELD Entertainment as they continue to evolve as an organization.



Advice for
Others

For any other HR professionals on the fence about investing in a best-in-class onboarding solution, FELD's HR technology task force has strong advice. "You have to do this. It's essential." It's taken their outdated, antiquated processes from the dark ages into this century. And as such, it's not even a question. After all, any advancement from paperwork and manual routing is an improvement. Digital onboarding is the future... it's as simple as that.

When comparing solutions, FELD recommends that you keep your unique business needs in mind. Just as they did. From their point of view, Click Boarding was clear-cut with guided processes that were easy to follow as well as adjust on the fly.

Following the success of their new and improved onboarding program, the cross-functional team at FELD Entertainment has self-identified as proud Click proponents. And we're thrilled to have them in our client base. At the end of the day, it's our goal to help deliver excellent employee experiences, one HR team at a time. We're honored to have been a part of FELD's journey.

**"DIGITAL
ONBOARDING
IS THE
FUTURE... IT'S
AS SIMPLE AS
THAT."**





To learn more about how Click Boarding has impressed customers of all sizes and in all regions, contact us today. It would be our pleasure to learn about your current processes and help you map out optimal employee onboarding and experience solutions, based on your unique business needs.