



INTEGRATION TRANSFORMS HIRING PROCESS

Elevating talent management in aesthetic dermatology

Quick facts

Company:

LaserAway

Headquarters:

Beverly Hills, California

Industry:

Professional services

Employees:

1,800

ADP Products:

ADP Workforce Now®,

ADP® Marketplace,

ClearCompany



Amanda Hall

VP of Talent Acquisition

LaserAway, headquartered in Beverly Hills, California, is a rapidly growing medical aesthetics company dedicated to providing innovative treatments. With a focus on quality and patient experience, the organization prides itself on hiring only qualified medical professionals. LaserAway has 191 locations across the United States. Vice President of Talent Acquisition, Amanda Hall, who has over 20 years of experience in talent acquisition and HR operations, helps lead the charge.

Business challenges

- Inefficient hiring processes led to prolonged recruitment cycles and a poor candidate experience.
- Lack of integration among HR systems caused data silos, resulting in errors and inconsistencies.
- Rapid business expansion strained operations, making it challenging to maintain high-quality employee and patient experiences, which affected overall satisfaction and retention.

The team at LaserAway has revolutionized their hiring process by leveraging the integration between their ADP solution and ClearCompany, an ADP Marketplace partner. The company is now positioned to achieve its ambitious growth goals while ensuring excellence in both employee and patient experiences.

Life before integration

With multiple HR systems operating in silos, LaserAway's recruiting process was disjointed and inefficient. As Amanda explains, "Some of our recruiting processes were being done manually outside of the system, and I knew immediately when I came on board that we needed to change that." What's more, when a new hire was brought on board, their information was then taken from ClearCompany and keyed into ADP by hand. "The process consisted of downloading all the new hire information manually and then entering it into the worker's new hire profile in ADP," says Amanda. "It was a lot of steps and made for a lot of errors."

Taking advantage of automated data integration

When Amanda joined LaserAway, she was able to help implement an integration between ClearCompany and ADP, resulting in two systems that share data automatically — when worker data is updated in ClearCompany, it automatically syncs to ADP, and when data is updated in ADP, it automatically syncs to ClearCompany. Amanda restructured the recruiting and interview process so that everything from interview invitations to offer letters are processed through the system, capturing all candidate and new hire interactions.



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for People®

“Without the integration and ability to rely on our ADP and ClearCompany systems, we would not have been able to scale like we have. Now we can focus on more important things and keep our bigger business goals in mind.”

— **Amanda Hall**

Vice President of Talent Acquisition, LaserAway

Now, in addition to all information being captured accurately in the system, there's no more reliance on data entry to ensure everything is being recorded. And when someone is hired through ClearCompany, all their data flows over to their ADP profile seamlessly. “All the information fields — location, job title, employee data — all that starts in ADP and comes back into ClearCompany, where the new hire information is, and then flows back over to ADP, so we don't have to manually match anything up.”

Upgrading the candidate experience

LaserAway has transformed the recruiting and hiring process. “Now that we have a better process and we've trained managers on using the system to help keep our data clean, we actually get a real picture of who wants to work for us and what our talent situation is,” says Amanda.

This shift has not only given them a better understanding of their people on a macro level, but it also helps enhance candidate experience on a micro level, with job postings, applications, interviews and candidate communications being more streamlined. “Our career site used to be really difficult to navigate, and people couldn't apply to jobs very easily. Now that we're using ClearCompany integrated with ADP, our career site visits have gone up by 200%, and we've made it so much easier for people to apply in the system.” Amanda has also added more specific questions in the job application to ensure they are getting medical professionals with the right experience to apply.

People analytics on hand

With the ADP reports dashboard, Amanda and the team have access to vital people analytics at any time. “I love the ADP analytics dashboards because I can create my own filters, and it makes it so much easier for me to pull up the specific data that I want quickly,” says Amanda. “Then I can start building a story around it as well as understand what's truly happening with turnover, new hires and retention.”

Having these real-time analytics available allows Amanda and the other leaders at LaserAway to make data-driven decisions that will benefit their operations and growth strategy. “Having access to our own accurate people data is important, because at the end of the day, we could have the best product, sales pitch and process, but if we don't have the right people to support it, we aren't going to be successful.” The insights from the dashboard empower leadership to respond quickly to workforce needs, align resources effectively and continuously work toward their greater business goals.

200 stores to mark the 20th anniversary

As LaserAway approaches its 20th anniversary, the goal is to reach 200 locations, which will require continued strategic hiring and retention. “Without the integration and ability to rely on our ADP and ClearCompany systems, we would not have been able to scale like we have. Now we can focus on more important things and keep our bigger business goals in mind.” With robust systems in place, Amanda and the team at LaserAway are poised for continued success and innovation in the medical aesthetics industry.

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