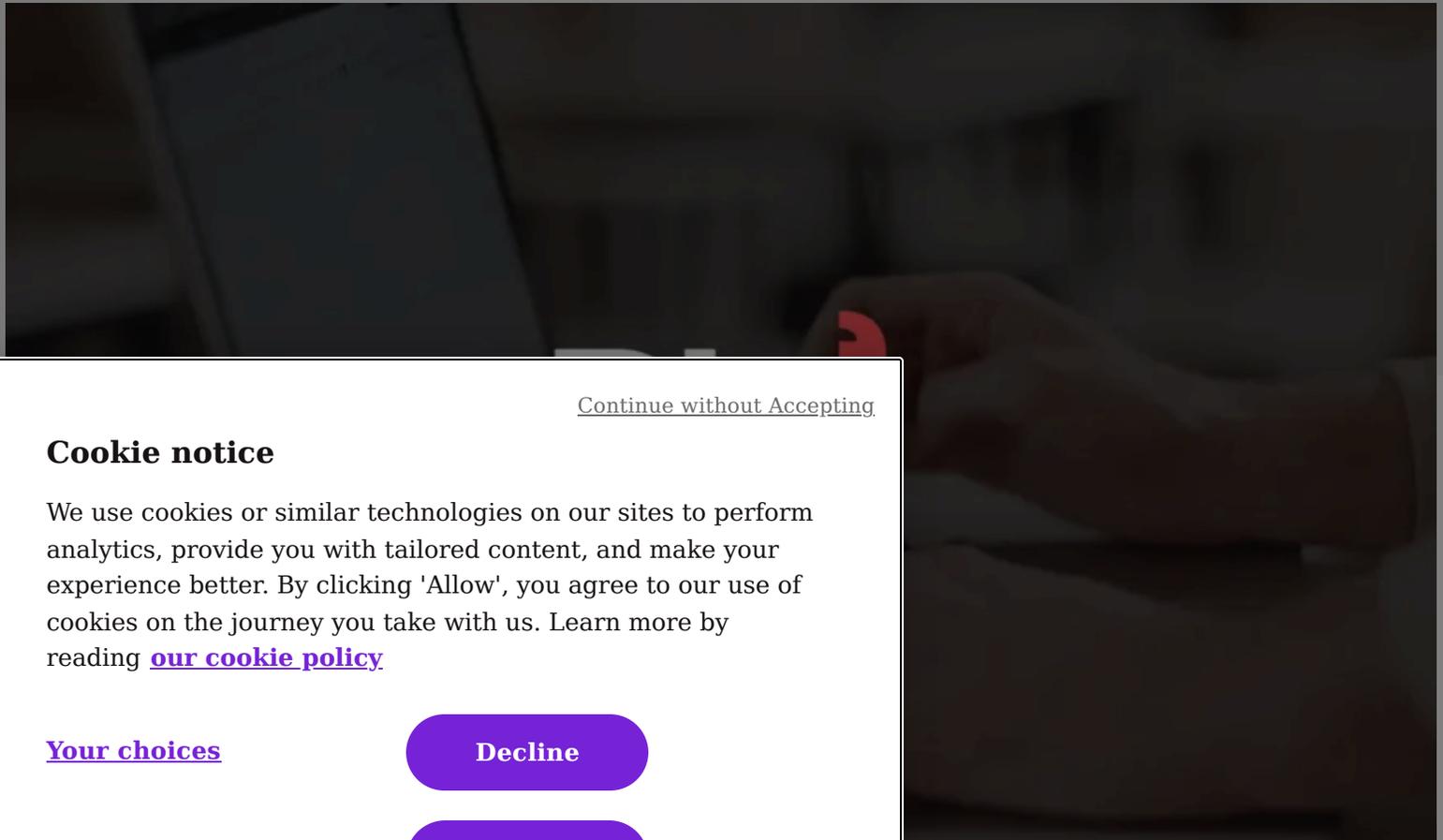




Racket Agency: Saving 20 hours per new hire and improving team culture

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At a glance



Company	Racket Agency
Location	Queensland, Victoria and the Philippines
Employees	12
Product	Platinum HR

Explore this case study if:

- ✓ You're a small business or agency looking for simple, scalable HR processes.
- ✓ You want to onboard new hires faster and more professionally.
- ✓ You're building a team culture based on transparency and support

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to streamlined

agency with a team of around 12
the Philippines. As General
e and culture to business

e team was chaotic and manual.

missing. People would message
tracking it. Everything was quite

unstructured and manual," said Dayna.

For a small business trying to grow sustainably, those inefficiencies were holding them back.

A platform to grow with

After working with a business coach, Dayna realised the team needed a centralised system for people management, and Employment Hero stood out.

"We wanted somewhere to house our processes and have somewhere to point team members to when they request leave, track expenses and access their payslips. We didn't have that," she said.

For small businesses without a dedicated HR team, having one intuitive platform has made a world of difference.

"Employment Hero gave us structure, consistency and professionalism that we just didn't have before," Dayna said.

Saving 20 hours per new hire

Since implementing Employment Hero, the agency has dramatically reduced the time it takes to [onboard](#) new team members.

"For every person we onboard, we're saving around 20 hours because everything's already in the system. I don't have to walk new starters through the system one-on-one anymore," said Dayna.

That time back means more energy can go into growing the business and supporting the team.

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*aging with the team and looking
ring if they've read the policy,"*

ad a lasting impact.

n day one. They're like, 'Okay,

structure

As a marketing agency, culture is central to Racket's identity and employee experience. Employment Hero has helped reinforce this by providing structure around [performance](#) conversations and internal communication.

"We do one-on-one meetings regularly now. We have a structured end-of-year review and have created promotion plans. Employment Hero prompts us with the right questions and it takes the mental load off," said Dayna.

This structured approach has created a workplace where people feel heard and valued.

"It's created a safe space for people to raise things they wouldn't normally say. It's helped retention. It's helped people feel like they matter," she explained.

And for small businesses where every team member counts, that connection is critical.

Making remote teamwork feel seamless

With part of the team based in the Philippines, Employment Hero has also improved the employee experience for international staff.

"They weren't previously on the same HR system as our team in Australia. They didn't have a platform to apply for leave or track anything. It was all requested through me," Dayna said.

"Now, they feel like they're part of the same system as the rest of the team. It's been really helpful for them to feel included."

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smoother, too.

*"...ke this day off?" or, "Did you get
...d to Xero. It's just so much more*

growth

scalable systems is key, and

...t just reacting anymore. We're

...setting things up to scale," said Dayna.

She's confident the platform will continue to support the agency as it grows.

"We've got a professional system that allows us to scale in a way that still supports our team. That's really important to us."

Employment Hero has also helped the business feel more credible and organised – something that matters in both internal and external relationships.

"It's made us feel like a real business. It's a better experience for the team, and it reflects well on us as a company."

Helping small businesses do big things

For Dayna and the team at Racket, Employment Hero has made work better for everyone.

"It's genuinely made our lives easier. We can focus on doing great work and supporting our people, instead of being bogged down in admin," she said.

Want to streamline your small business like Racket Agency? [Book a demo with Employment Hero](#) and discover how we can help you save time, build culture and scale with confidence.

[Learn more](#)

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Acknowledgement of Country

We acknowledge Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work.

What we do

Employment Hero is an end-to-end HR, payroll and recruitment solution designed for Australian businesses. Our suite of powerful employment tools help streamline your workday, so you can focus on what matters.

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