

Industry: Advertising

Employees: 101-350

Location: Lincoln, NE

Solutions: Benchmarking, Payroll, Benefits

See how BambooHR®
empowers Swanson Russell
to **make strategic decisions
and compare with confidence**
using powerful data from
BambooHR® Benchmarking.



SAVED

2+ weeks

OF TIME BY MOVING DATA OUT
OF SPREADSHEETS



OVER

200 hours

SAVED ON COMPENSATION
PLANNING



**SWANSON
RUSSELL**

About Swanson Russell: Swanson Russell is the nation's leading agency for brands that work & play outdoors. As a full-service marketing communications and advertising agency, they specialize in brand strategy, digital and traditional creative, website and mobile development, social media content and management, media services, database marketing, and public relations.



“BambooHR has been a game changer for everybody at my company. We all talk about how much we love BambooHR.”

Amber Mencl | Vice President & Director of Human Resources | Swanson Russell

Challenges

Compensation data wasn't worth the price

"We've been looking for compensation survey data for our size company, but it's always been too expensive. A long time ago, we paid for surveys, but they just weren't industry-specific enough and didn't have enough relative data for the price, so I'm really excited about BambooHR's new compensation features."

Non-integrated systems were too big of a headache

"Before BambooHR® Benchmarking, I sat through demos with third party vendors, but we were going to have to figure out how BambooHR information was going to integrate, and it was going to be too much extra work."

It's huge that BambooHR has compensation benchmarking integrated into the platform. Even taking the cost savings out of it, just the simplicity of not having to blend systems is great."

Needed to get out of spreadsheets

"It's been a big goal of mine to get out of using Excel as it usually takes me a couple weeks to manage and sort our annual compensation plan, and I have to be very cautious of errors. I really didn't know if that was going to happen though, because most software is just too expensive for our budget."

Solutions

One platform for everything HR

"Bringing everything into one system has made a huge difference and saved us time. Our employees aren't confused anymore. They used to ask, 'What's this platform for, and what's this one for?' And now employees know everything is in BambooHR!"

Comparing info validates business decisions

"We wondered what turnover looked like at businesses similar to ours. So seeing numbers from like-companies helps validate things we're doing well and highlights what we need to improve on. BambooHR Benchmarking gives us good information we really never had access to before."

Better data means better strategy

"Being able to show our internal data alongside benchmarking data to leadership has been great for our company. We started having an annual meeting with leadership to share our numbers and support them with BambooHR."

An affordable HRIS solution

"BambooHR in general has changed so much for us, and it's been affordable! Our business hasn't always had the funds to put a lot of money into new HR software, but we've been able to afford BambooHR. And when we upgraded to the Pro package, it wasn't much more, and it included payroll."

Synced payroll and benefits

"Our previous benefits software was free through our broker. So we had to weigh the cost of getting rid of it. But the ease of having benefits and payroll in one system was more important to us. Connecting benefits with payroll is great for us, and employees being able to see their elections in BambooHR is more important."

A constantly improving tool

"We appreciate BambooHR's commitment to continuous improvement, a value that strongly resonates with our own work ethic and has made our partnership so successful."