

Community Service Organization Relies on Integrated Workforce Management Solution to Drive a High-Performing Workforce & Achieve Strategic Business Goals



Case Study Brief

- ▶ **Organization:** The American Legion
- ▶ **Web Site:** www.legion.org
- ▶ **Industry:** Community service
- ▶ **Members Nationwide:** 2.7 million
- ▶ **SinglePoint Client Since:** 1980
- ▶ **Challenges:** Finding a workforce management solution to help it maintain and support a highly productive workforce and support its business goals.
- ▶ **Solution:** SinglePoint™ hosted, software-as-a-service (SaaS) workforce management solution.
- ▶ **Results:** Efficiency, flexibility, a competitive recruiting advantage, the ability to evolve its benefits offerings with changing employment trends and long-term cost savings

“ I get calls from the big payroll service companies all the time. I tell them that I've been here 12 years and no one has gotten us away from SinglePoint—it's just not going to happen. ”

Patty Waltz
Director of Human Resources
The American Legion

The American Legion, chartered by Congress in 1919, is a community-service organization numbering nearly 2.7 million members in 14,000 American Legion Posts worldwide. The full-time staff in the organization's Indianapolis headquarters and Washington, D.C. office manages a broad range of functions for the thousands of volunteers who serve in leadership and program implementation capacities in local communities.

Business Challenges

The American Legion's mission is to provide unparalleled support to its 2.7 million members. Delivering on this promise requires a staff of talented, experienced and dedicated individuals who can help the Legion develop and deliver world-class programs and services.

One of the tools the organization relies on to effectively compete for talented employees is its workforce management solution. In the past, the organization utilized its ERP system to manage HR, payroll and benefits information and services, but this solution had significant limitations. The Legion required a solution that would enable it to offer best-in-class services to its employees and achieve several strategic business goals:

- **Attract & Retain Top Talent.** The Legion is in constant competition with businesses nationwide for top talent. To attract the best and brightest, the company is committed to offering flexible benefits, compensation and retirement packages that fit the specific needs of the organization and its staff. However, the Legion found itself limited by the constraints of its ERP-based workforce management system and its lack of ability to customize the system to accommodate its specific benefits programs.
- **Cultivate a High-performing Workforce.** A productive, efficient workforce is critical to helping any not-for-profit effectively serve its constituency. To that end, the Legion relies on business solu-

tions that help it ensure that the right individuals are performing the right tasks at the right time. But, because its ERP-based HR and benefits system was not configurable, productivity suffered. Employees spent many hours maintaining data in separate applications, manually entering and checking data, being trained on a variety of outdated and retrofitted systems and working with external programmers to develop custom reports and extract business intelligence.

- **Ensure Business Continuity.** With an office in Washington, D.C., the Legion must be prepared to respond to external threats that could shut down its offices. Staff must be able to carry out critical functions such as payroll processing even if they can't get into their offices. Because the Legion's ERP solution and data were hosted on its premises, it would be difficult or impossible to conduct critical functions in an emergency lock-down situation.
- **Maintain Compliance.** Because its ERP system could not be customized, HR, payroll and benefits data were housed in separate databases and applications, requiring redundant data entry and manual processing, manipulation and reporting. This introduced the risk of error along with a corresponding potential of exposing the Legion to regulatory fines and lawsuits.

“Compared to workforce management solutions and payroll services I've worked with in the past, SinglePoint is Utopia!”

Patty Waltz
Director of Human Resources
The American Legion

The SinglePoint Solution

Since 1980, SinglePoint, Inc. (formerly Information Dynamics, Inc.) has been the Legion's payroll services partner. In 2005, when SinglePoint announced the availability of its integrated, Web-based HRMS solution (also called SinglePoint™), the Legion was quick to migrate. The solution offered features that help the organization more-effectively manage its workforce and address its business challenges:

- **Integrated Functionality.** SinglePoint was built from the ground up to integrate payroll processing, HRMS and other human capital management (HCM) services and functions in a single, easy-to-use application. This flexible design provides the integrated, efficient platform that the Legion required to help it increase productivity.
- **Hosted, Web-based Solution.** SinglePoint is based on a hosted software-as-a-service (SaaS) model, which provides Legion staff with secure access to data and business-critical applications 24/7 from any Internet-connected computer.
- **Central, Standards-based Database.** A key component of SinglePoint's design is its master database that incorporates all HR, payroll and human capital management data in one central location, which helps the Legion eliminate manual data entry, errors and associated compliance risks.
- **Sophisticated Business Intelligence & Reporting.** The Legion found SinglePoint's reporting engine, powered by Cognos, to be extremely easy to learn, customize and use, which eliminates the need to hire external programmers and train staff on a custom reporting system. Additionally, it allows staff to pull reports and gather intelligence in minutes or hours rather than days or weeks.
- **Unparalleled Support.** SinglePoint's dedicated account manager continued to be the "go-to" person before, during and after the transition. He was able to quickly and efficiently resolve all of the Legion's questions and issues.

Benefits

With SinglePoint, the Legion gained a workforce management solution that not only met its immediate needs, but continues to grow and evolve with the business. The solution offers:

- **A Competitive Advantage.** Because SinglePoint can accommodate data from any standards-based HCM application, the Legion has the freedom to adopt benefits, compensation and retirement plans that meet the organization's specific requirements. And, the organization can easily modify its plans and programs to meet changing employment trends and no longer has to worry whether its HR, benefits and payroll systems and data can be integrated into their restrictive ERP system. This allows the organization to compete for top talent by offering best-in-class benefits.
- **Productivity.** Because SinglePoint is easy to use and customize and data is integrated in one central location, the Legion's employees are more productive and can focus on strategic initiatives, instead of time-consuming and redundant data entry and administrative tasks.
- **Cost Savings.** SinglePoint's hosted model delivers all the benefits of traditional services without the time and expense of installing, integrating, customizing and managing multiple software applications and a corresponding hardware infrastructure. Its easy-to-use business intelligence tools and drag-and-drop screen designer eliminate the need for expensive custom programming, which has reduced long-term implementation and service costs.

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