



Small Business HR Benchmark Report

2024 Asure Reseller Partner Conference

Presented by Mike Vannoy & Mary Simmons



Speaker Introduction



Mike Vannoy

CMO

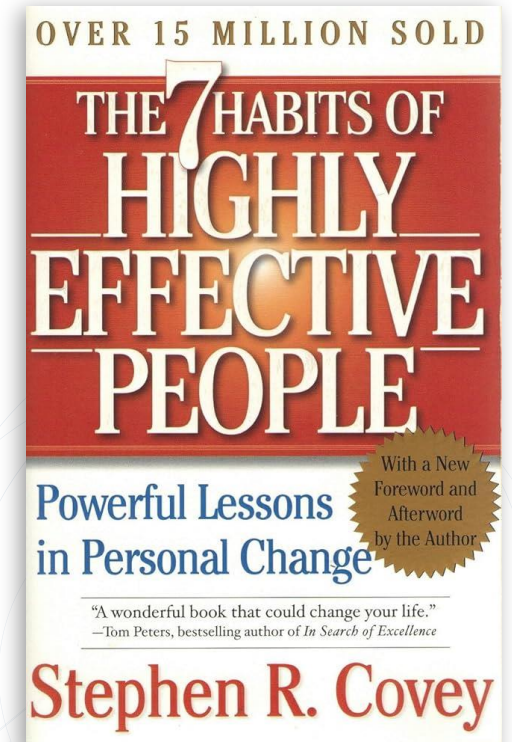


Mary Simmons

VP HR Compliance

Covey's Four Quadrants. for Payroll & HR

		Urgent	Not Urgent
Important	Important	<ul style="list-style-type: none"> • Paying employees • Paying Taxes • Employee emergencies 	<ul style="list-style-type: none"> • Employee Handbook • Performance reviews • Tax Strategy
	Not Important	<ul style="list-style-type: none"> • Non-critical email • Unplanned meetings • Interruptions 	<ul style="list-style-type: none"> • Time wasters • Busy work • Procrastination



2024 HR Benchmark Report

2024

HR BENCHMARK REPORT

THE IMPACT OF HR FOR SMALL BUSINESSES GROWTH

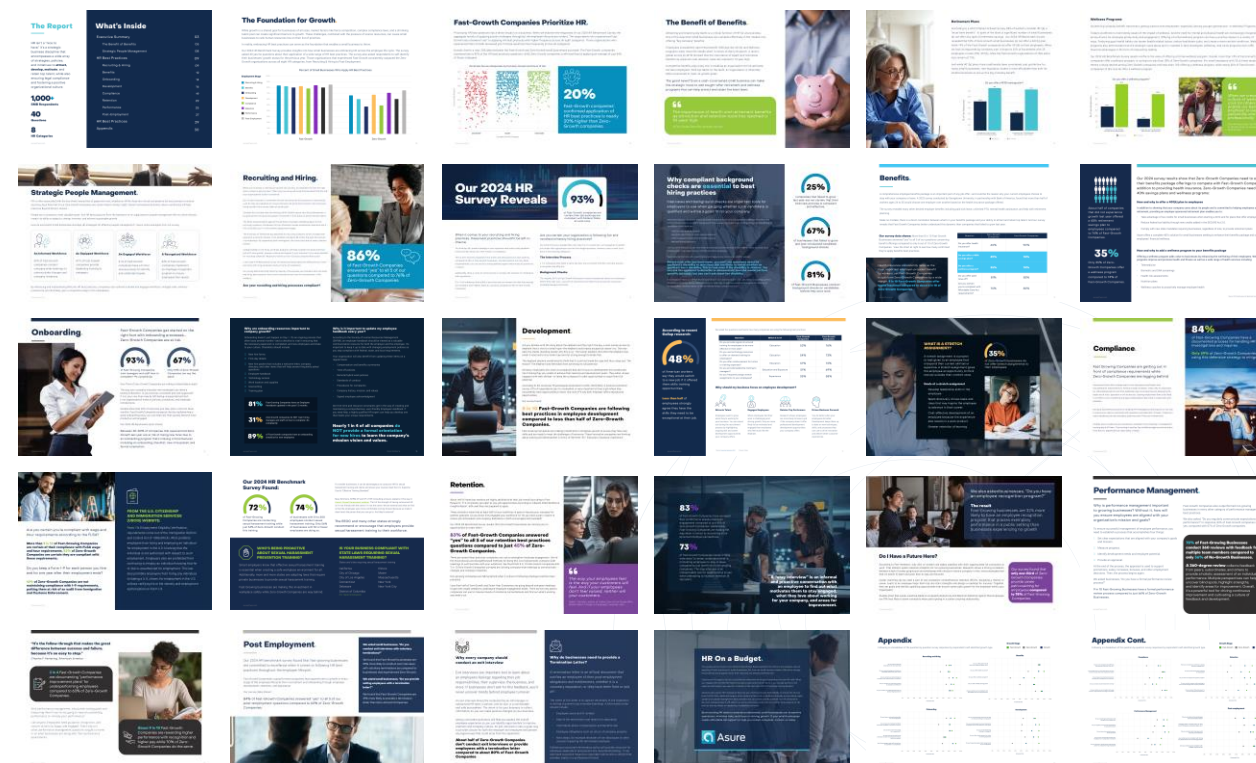
From People Management to Paperwork, How Growth-Minded SMBs Apply HR Differently

New Survey Data: U.S. SMBs weigh in on 40 HR Best Practices

Asure

asuresoftware.com





The infographic grid contains 40 individual pages, each detailing a specific HR best practice. Key statistics highlighted include:

- Strategic People Management:** 93% of respondents use strategic HR practices.
- Recruiting and Hiring:** 86% of respondents use structured interviews.
- Our 2024 HR Survey Reveals:** 93% of respondents use HR software.
- Why compliant background checks are essential to best hiring practices:** 25% of respondents use background checks.
- Benefits:** 87% of respondents offer benefits.
- Onboarding:** 93% of respondents use onboarding software.
- Development:** 48% of respondents use development software.
- Retention:** 72% of respondents use retention software.
- Post Employment:** 74% of respondents use post-employment software.
- HR On a Budget:** 83% of respondents use HR software.
- Compliance:** 84% of respondents use compliance software.
- Performance Management:** 84% of respondents use performance management software.

2024 HR Benchmark Report



Companies
1,090

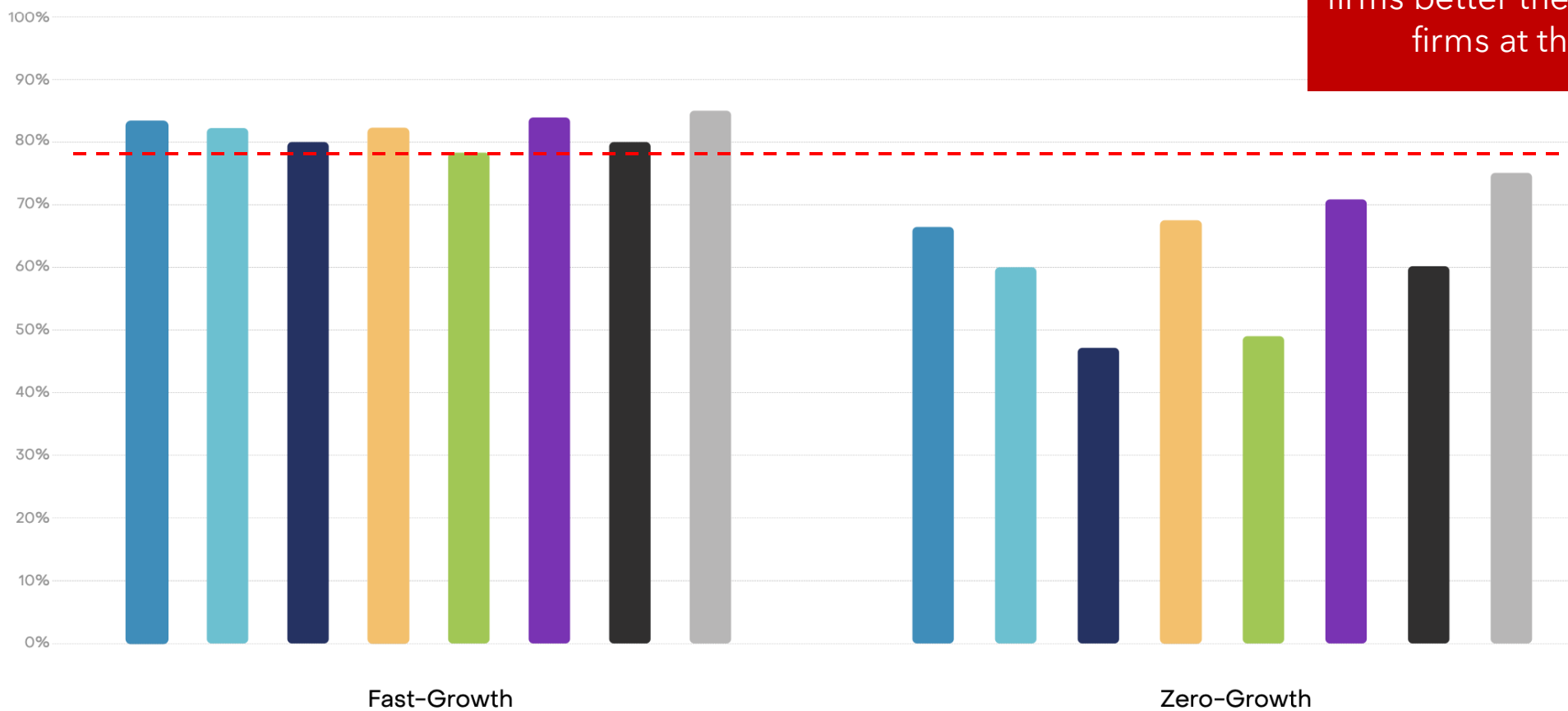
Questions
40

HR Areas
8

1. Recruiting & Hiring
2. Benefits
3. Onboarding
4. Development
5. Compliance
6. Retention
7. Performance
8. Post-Employment

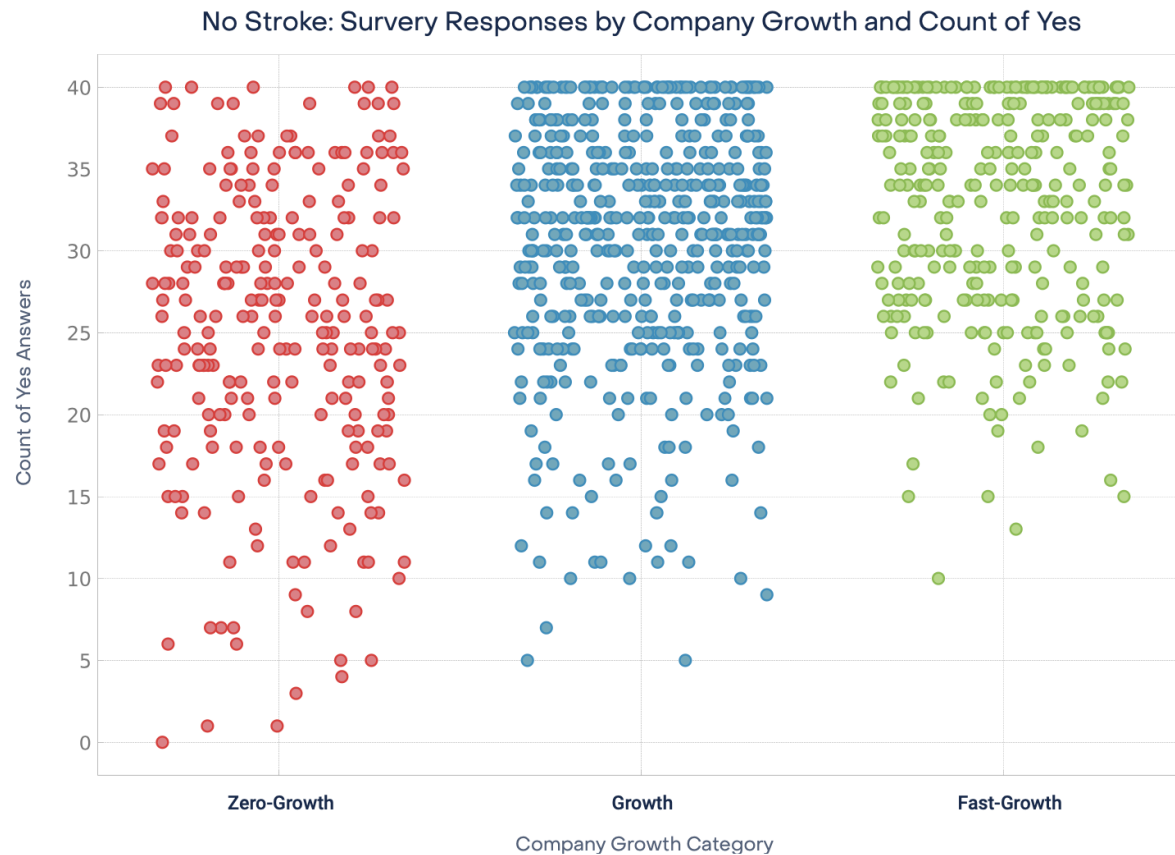
HR as a Foundation for Growth

Percent of Small Businesses Who Apply HR Best Practices



At their worst, Fast-Growth firms better the zero growth firms at their best

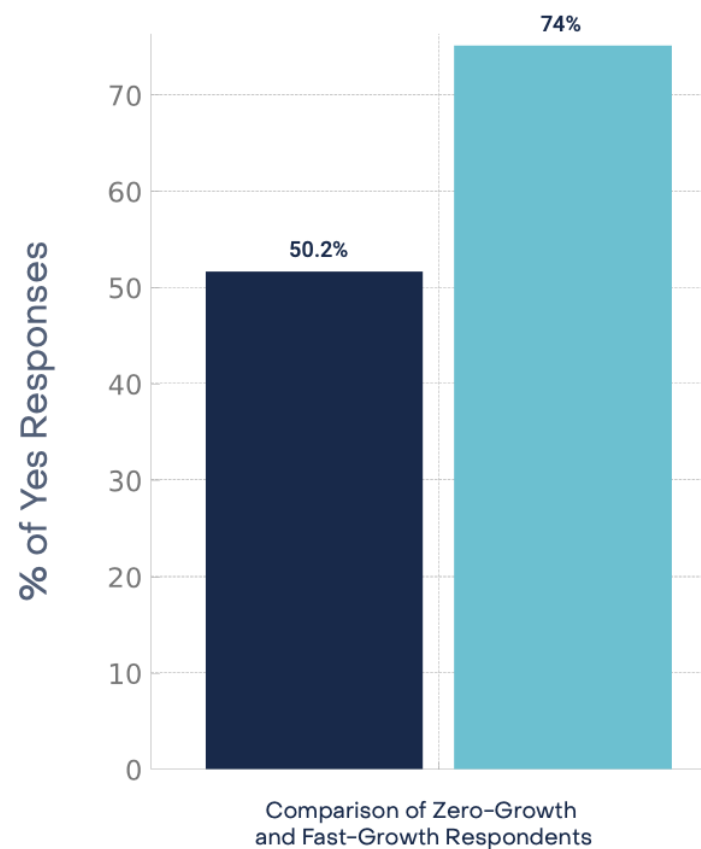
Fast-Growth Companies Prioritize HR



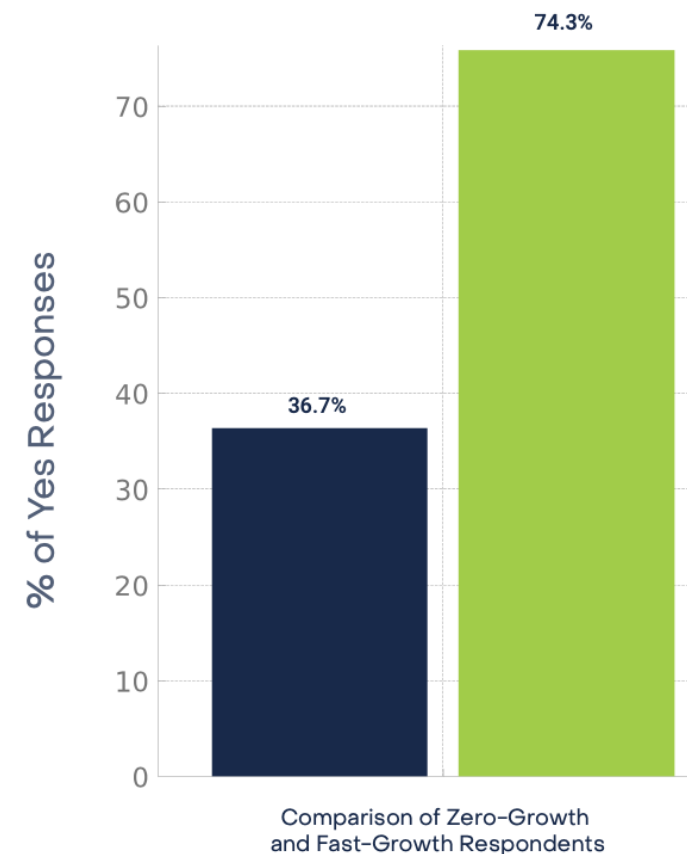
20%

Fast-Growth companies' confirmed application of HR best practices is nearly 20% higher than Zero-Growth companies.

The Benefit of Benefits



401(k)



Wellness

Strategic People Management



An Informed Workforce

90% of Fast-Growth companies conduct company-wide meetings to communicate changes and company initiatives.



An Equipped Workforce

81% of Fast-Growth companies provide leadership training to managers.



An Engaged Workforce

91% of Fast-Growth companies have a formal review process to identify and understand goals.



A Recognized Workforce

84% of Fast-Growth companies implement an employee recognition program to ensure employees feel valued.

Recruiting and Hiring.

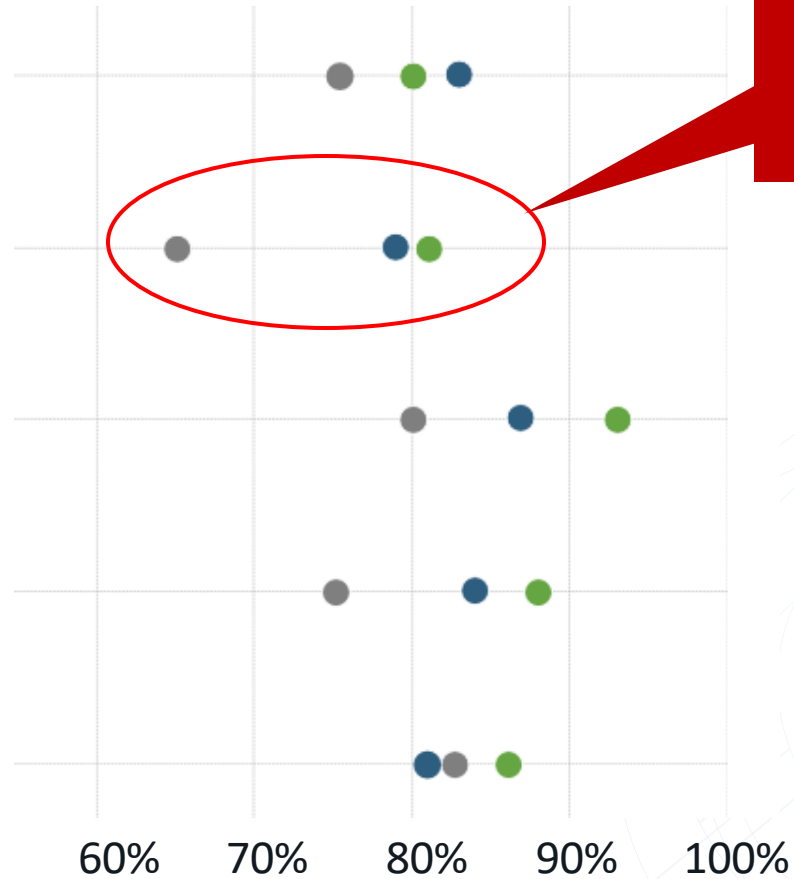
Do you have written job descriptions for each opening?

Do you conduct background checks on candidates before they start work?

Are you certain your job postings are compliant with Federal, State & Local laws?

Are you certain your interview process is compliant and effective?

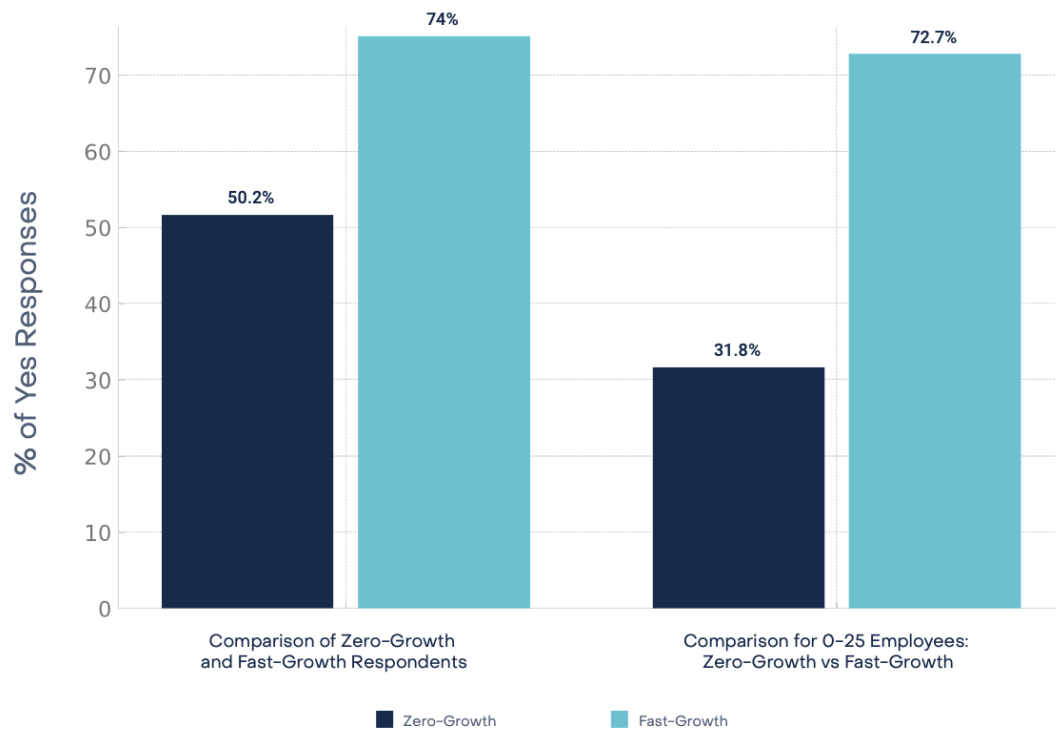
Are you certain your application(s) does not ask any illegal questions?



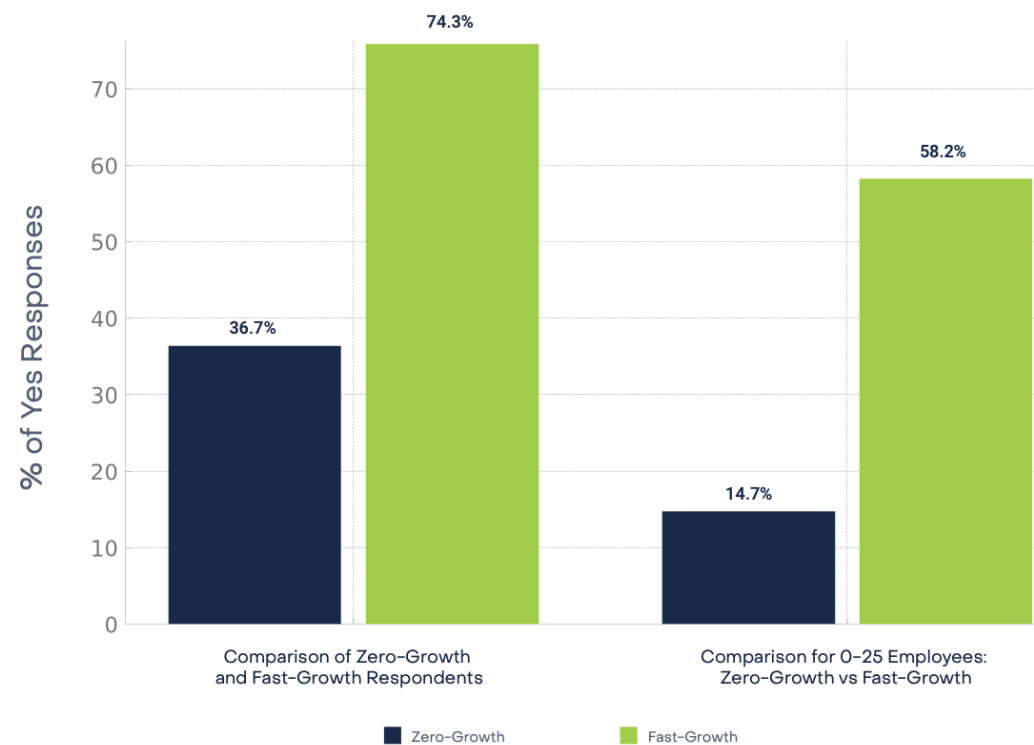
Biggest spread was with background checks

Benefits.

Growth Companies "Get It"
0 - 25 Employee

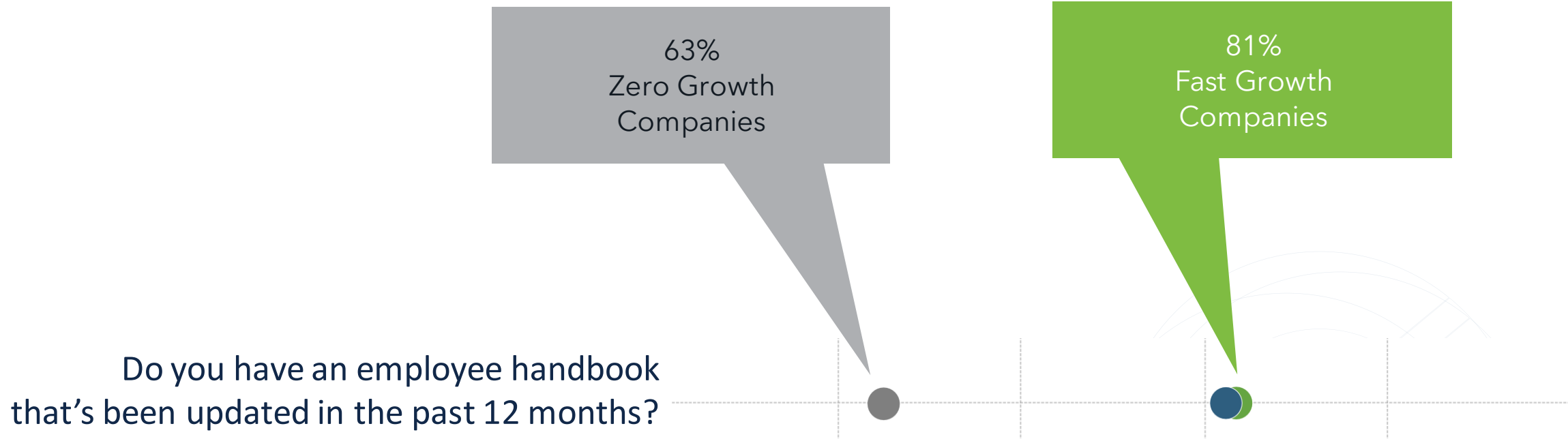


401(k)



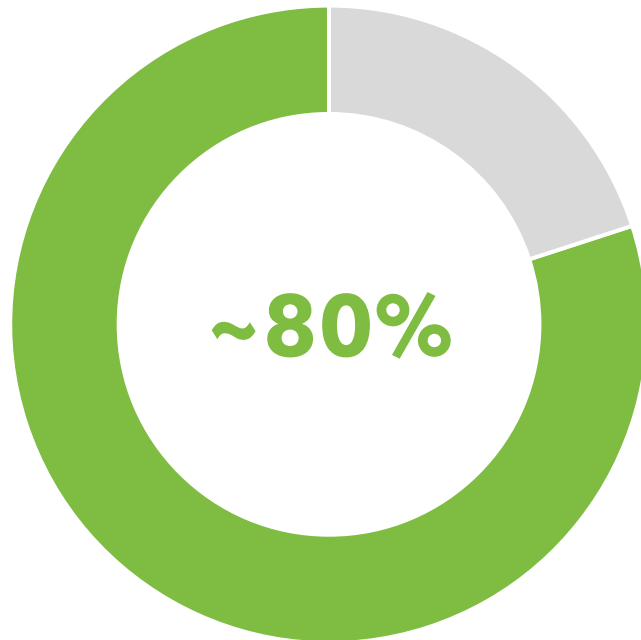
Wellness

Onboarding.

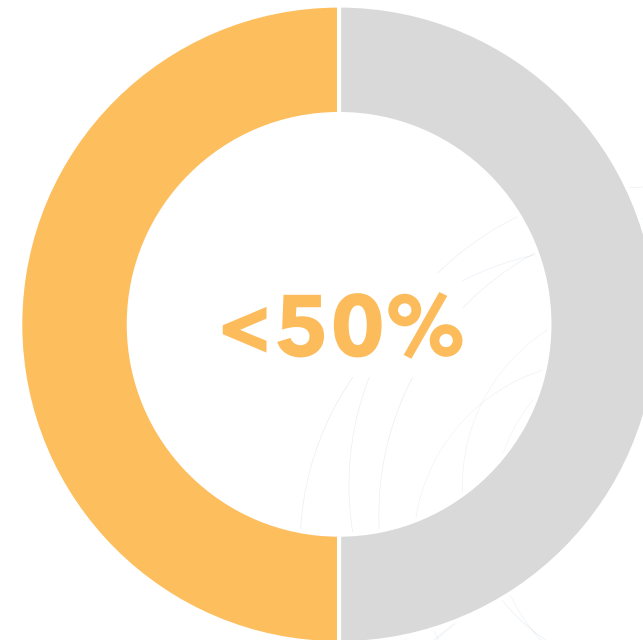


Development.

Following best practices in employee development?

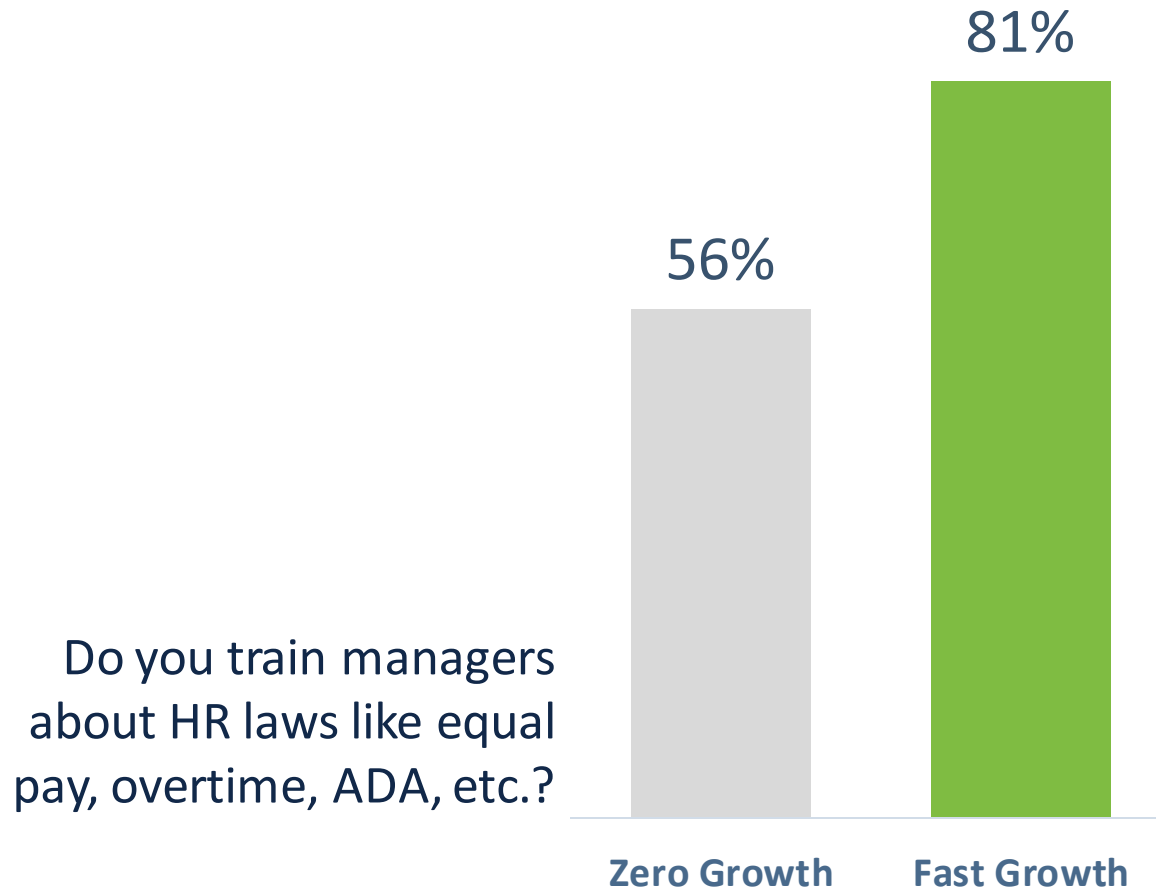


Fast-Growth Companies



Zero-Growth Companies

Compliance.



84%

of Fast-Growing Companies have a documented process for handling HR investigations and inquires.

Only 59% of Zero-Growth Companies are using this defensive strategy to mitigate risk.



Retention.

83% of Fast-Growth Companies answered “yes” to all 5 of our retention best practices questions compared to just **45% of Zero-Growth** Companies.

Have you surveyed your workforce to assess employee engagement?

83% vs **44%**

Do you provide career path coaching for employees?

78% vs **38%**

Do you have an employee recognition program?

79% vs **49%**

Do you conduct company-wide meetings to communicate changes and company initiatives?

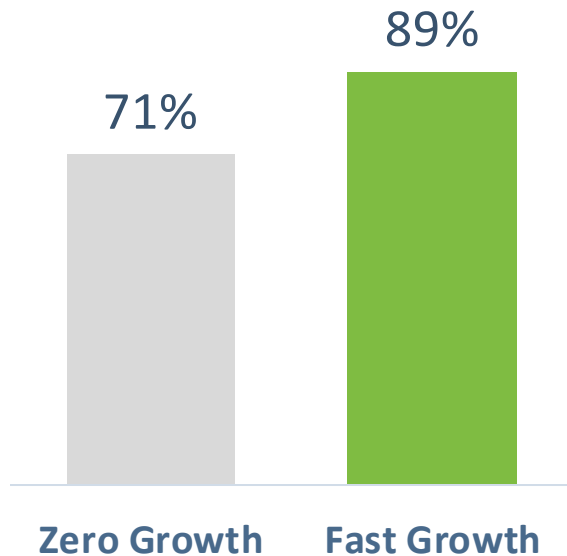
90% vs **74%**

Do you conduct “Stay Interviews” to uncover employees perspectives?

73% vs **36%**

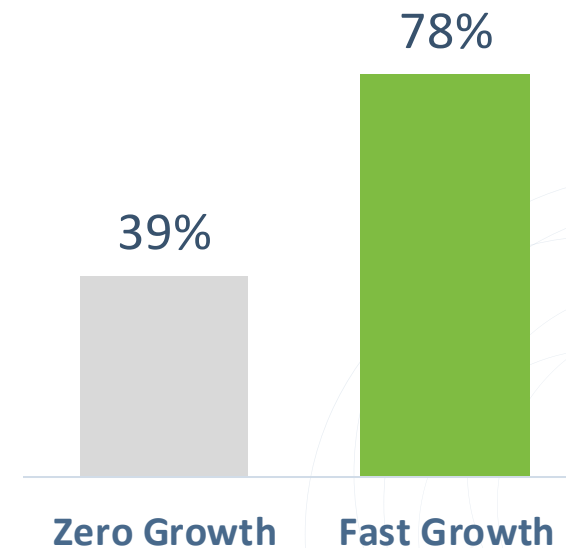
Performance Management.

Most everyone gets the basics or performance management right



Do you reward high performers with **recognition** and **higher pay**?

But, the fastest growing companies do things the rest don't



Do you ever conduct **360 reviews** with feedback from multiple team members?

Post Employment.

What's your Employment Brand?

About half of Zero-Growth Companies don't conduct exit interviews or provide employees with a termination letter compared to about 80% of Fast-Growth Companies

Reseller Toolkit

White Label 2024 HR Benchmark Report



Asure's HR Compliance Service



3 reasons
payroll
providers
should offer
HR services



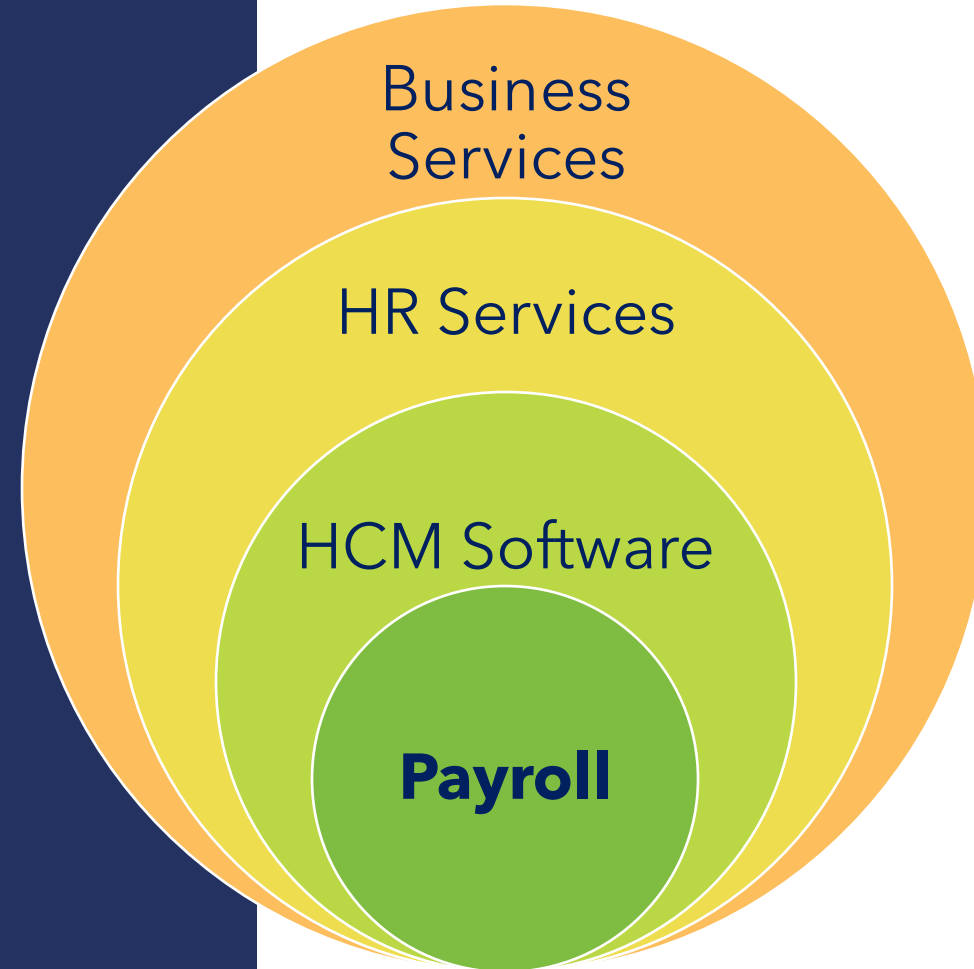
Free HR
Assessment
for your
business and
your clients!



Asure's
HR Compliance
Plans and
special offer
for resellers

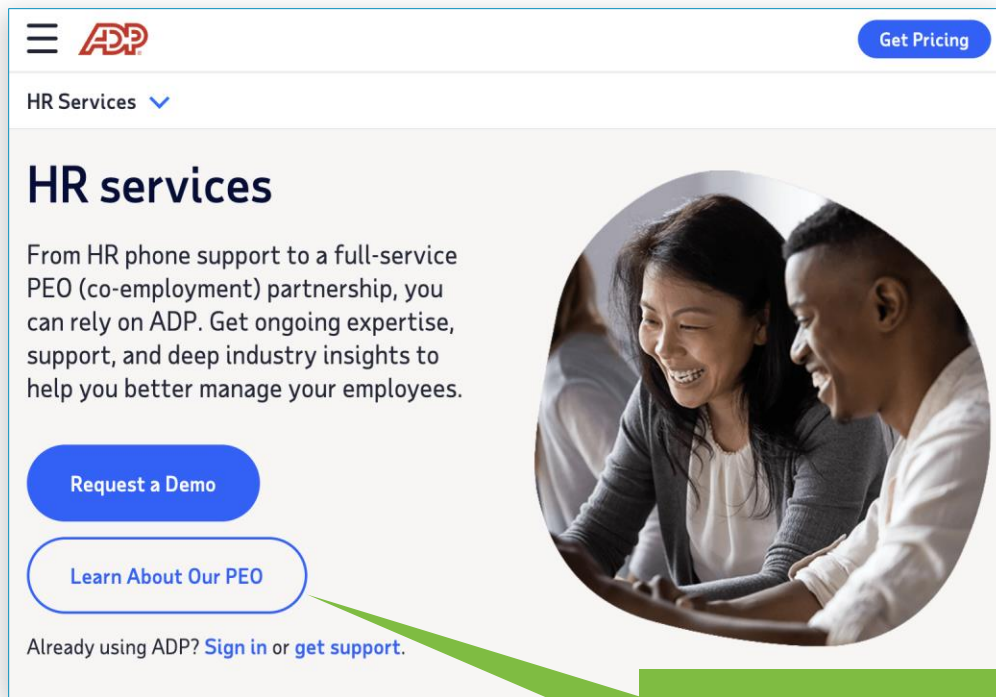
Why HR Services #1

It's the natural expansion beyond Payroll and HCM




Why HR Services #2

ADP & Paychex are coming after your clients with HR



The screenshot shows the ADP website's HR Services page. At the top left is the ADP logo and a menu icon. At the top right is a 'Get Pricing' button. Below the logo is a dropdown menu for 'HR Services'. The main heading is 'HR services'. The text below reads: 'From HR phone support to a full-service PEO (co-employment) partnership, you can rely on ADP. Get ongoing expertise, support, and deep industry insights to help you better manage your employees.' There are two buttons: 'Request a Demo' and 'Learn About Our PEO'. At the bottom left, it says 'Already using ADP? Sign in or get support.' On the right side of the page is a circular image of two people, a woman and a man, smiling and looking at a laptop.



The screenshot shows the Paychex website's HR Outsourcing page. At the top left is the PAYCHEX logo and a menu icon. The main heading is 'Get Full-Service HR Outsourcing'. The text below reads: 'Free your resources and expand your benefits offering with Paychex PEO. Our complete HR outsourcing solution helps you to manage day-to-day business while gaining access to employee benefits and dedicated HR expertise your business might not otherwise be able to afford.' There is a button that says 'Learn More About Paychex PEO'. On the left side of the page is a rectangular image of a woman with curly hair, wearing glasses and a necklace, sitting at a desk and looking at a laptop.

ADP & Paychex
HR Service = PEO

Why HR Services #3

Clients assume you have payroll under control. They can't keep up with HR.

Time Spent on Compliance¹

"Compared to six months ago, has the time or resources you spend completing licensing, compliance or other government requirements increased?"



Leave Laws



Pay Transparency



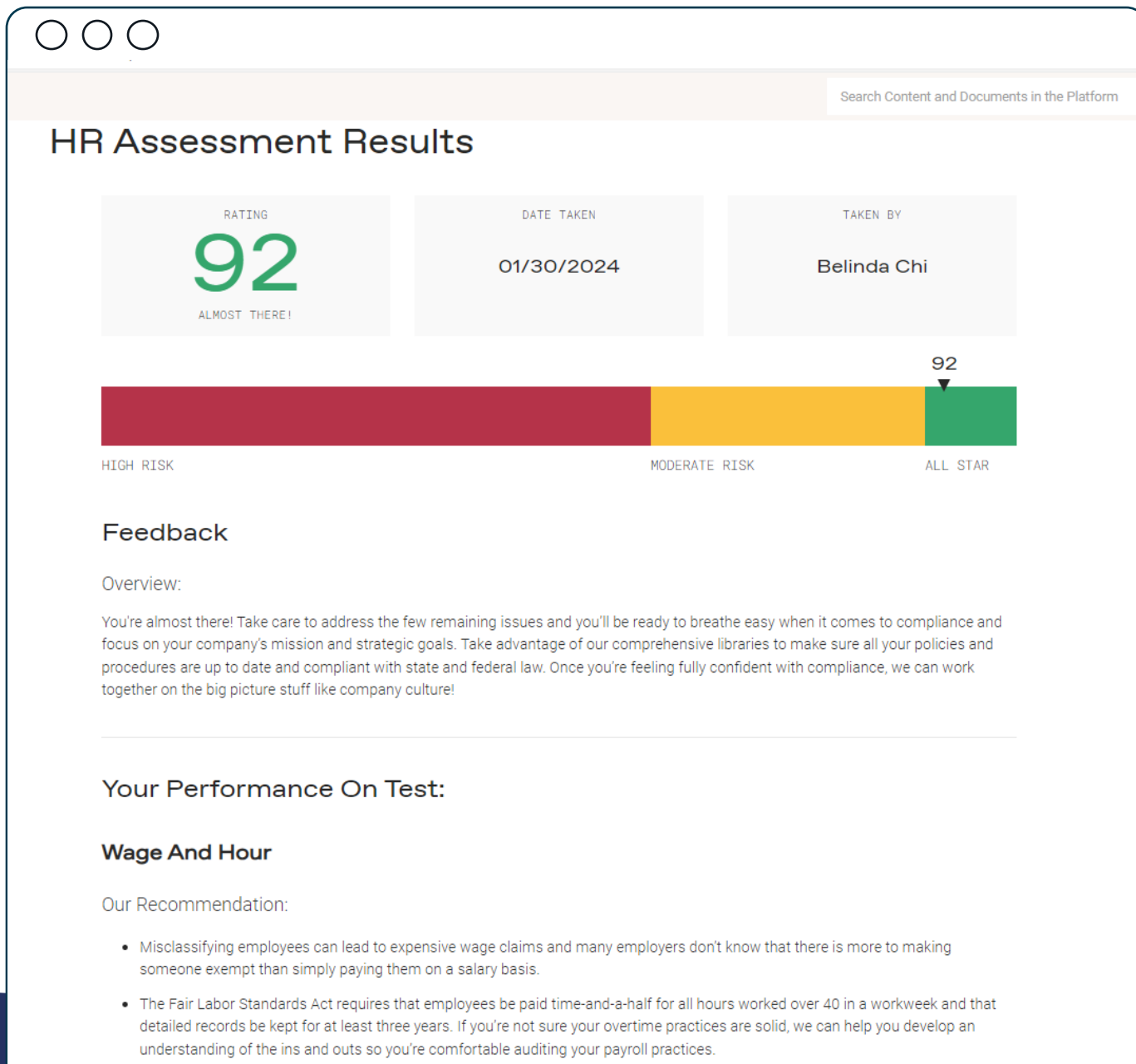
Fair Chance Laws



Salary History Bans



Marijuana Laws



RESELLER OFFER

**Free HR Assessment
for your business
and your clients!**

Flexible Service Levels

HR Support/ Level 1 for Managers

Features include

- On-demand HR resource library
- Phone & email support for Managers with a certified HR professional on any HR issue
- Annual Handbook (English and Spanish) create & updates with new policies and HR regulations
- Compliance Posters sent to your office to meet local, state and federal mandates
- 25 links for SH training
- 2 background checks annually

Strategic HR/ Level 2 for Managers

Everything in **HR Support** plus

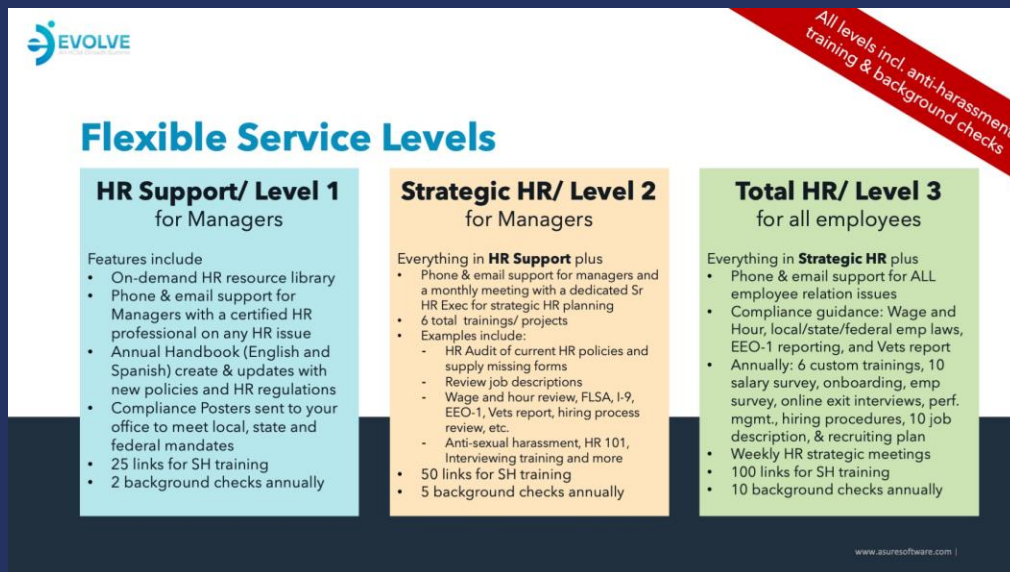
- Phone & email support for managers and a monthly meeting with a dedicated Sr HR Exec for strategic HR planning
- 6 total trainings/ projects
- Examples include:
 - HR Audit of current HR policies and supply missing forms
 - Review job descriptions
 - Wage and hour review, FLSA, I-9, EEO-1, Vets report, hiring process review, etc.
 - Anti-sexual harassment, HR 101, Interviewing training and more
- 50 links for SH training
- 5 background checks annually

Total HR/ Level 3 for all employees

Everything in **Strategic HR** plus

- Phone & email support for ALL employee relation issues
- Compliance guidance: Wage and Hour, local/state/federal emp laws, EEO-1 reporting, and Vets report
- Annually: 6 custom trainings, 10 salary survey, onboarding, emp survey, online exit interviews, perf. mgmt., hiring procedures, 10 job description, & recruiting plan
- Weekly HR strategic meetings
- 100 links for SH training
- 10 background checks annually

What's in it for you?



EVOLVE

Flexible Service Levels

All levels incl. anti-harassment training & background checks

HR Support/ Level 1 for Managers	Strategic HR/ Level 2 for Managers	Total HR/ Level 3 for all employees
<p>Features include</p> <ul style="list-style-type: none"> On-demand HR resource library Phone & email support for Managers with a certified HR professional on any HR issue Annual Handbook (English and Spanish) create & updates with new policies and HR regulations Compliance Posters sent to your office to meet local, state and federal mandates 25 links for SH training 2 background checks annually 	<p>Everything in HR Support plus</p> <ul style="list-style-type: none"> Phone & email support for managers and a monthly meeting with a dedicated Sr HR Exec for strategic HR planning 6 total trainings/ projects Examples include: <ul style="list-style-type: none"> HR Audit of current HR policies and supply missing forms Review job descriptions Wage and hour review, FLSA, I-9, EEO-1, Vets report, hiring process review, etc. Anti-sexual harassment, HR 101, Interviewing training and more 50 links for SH training 5 background checks annually 	<p>Everything in Strategic HR plus</p> <ul style="list-style-type: none"> Phone & email support for ALL employee relation issues Compliance guidance: Wage and Hour, local/state/federal emp laws, EEO-1 reporting, and Vets report Annually: 6 custom trainings, 10 salary survey, onboarding, emp survey, online exit interviews, perf. mgmt., hiring procedures, 10 job description, & recruiting plan Weekly HR strategic meetings 100 links for SH training 10 background checks annually

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Referral

- 15% rev share year 1
- 10% years 2 & 3

Example:

- Level 3 = \$30K < 25 ee's
- 15% year #1 = \$4,500
- 10% years #2,3year = \$3,000
- **Total \$10,500**



HRC



Our certified HR experts help you stay compliant, avoid costly fines and litigation, and develop the talent you need to grow your business.



Belinda Chi



Thank You!



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