

Customer Case Study

Brilliant HR Comprehensive Compensation

"After implementing CoCo we got great feedback from our managers. They loved how it was easy to get in, see the changes and make them."

— Shamrock Foods Group



Shamrock Foods Group

Shamrock Foods exceeded expectations with Comprehensive Compensation

Business Objective

Shamrock Foods is a privately-held, family-owned and operated Fortune 500 company. Founded in 1922 and headquartered in Phoenix, Arizona, the company is the seventh largest US based food distributor and is a well-known innovator in the South West and Colorado food industries.

Shamrock employs more than 4,000 individuals and employee retention is a top priority. Compensation planning is critical to Shamrock Foods's employee retention strategy and the reason Brilliant HR was engaged. Brilliant HR recommended its compensation management tool, CoCo, to simplify Shamrock's existing compensation planning process. Shamrock's primary goal was to transition their anniversary-based merit award process to an annual focal point. Their second objective was to complete that entire focal point cycle in three weeks and maintain a strict budget for merit awards.

Prior to Brilliant HR's engagement, Shamrock's compensation planning process was managed and executed entirely via spreadsheets. Management was concerned about transitioning extensive amounts of historical spreadsheet data into a cloud-based system; a potentially complicated and time-consuming endeavor.

Perhaps the most important detail for this project was the Company's budget. The Company's limited budget was established from the start of the project and Brilliant HR was tasked with providing a compensation solution that represented a healthy return on investment for Shamrock Foods. Other key considerations for Shamrock's senior management were ease of use, successful compensation implementation, and minimal training. A successful compensation implementation would need to involve minimal training. Management believed solutions to these resistance points would lead to an escalated adoption rate.

The Solution

Brilliant HR's Comprehensive Compensation (CoCo) solution addressed all the issues surrounding Shamrock Foods's existing compensation planning practice. Brilliant HR's CoCo solution is a total compensation planning and execution platform that simplifies the development and allocation of merit, bonus and equity awards to drive employee engagement, performance and retention. CoCo assists with budget optimization, real time compensation planning and rule setting for organizations of any size. CoCo is hosted on a cloud-based platform with state-of-the-art security features for all employee data. The affordable, easy to use tool allowed Shamrock Foods to implement and go-live in a very short period of time.

Results

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Shamrock Foods worked with the Brilliant HR team to develop a process that would streamline their existing workflow and have their data migrated to a cloud in only a few weeks' time. Further, the team at Shamrock was able to complete their entire focal point cycle from start to finish in only three weeks, a vast improvement from their former anniversary-based process, which was time consuming and laborious. "The customization went beyond our initial scope," said Corey Gilchrist, Director of Compensation & HRM for Shamrock. "The Brilliant HR team played a consultative role and prompted us to think of everything we would go through during focal point and took care of it for us."

Brilliant HR worked with the team at Shamrock Foods to upload employee compensation data and customize the solution to Shamrock's specific compensation metrics. Overall, implementation of CoCo resulted in an immediate return on investment by eliminating manual spreadsheets, mitigating the risk of human error, and removing data transition anxiety ("DTA").

Further, the technology significantly decreased the company's budget variance and streamlined the entire planning process for senior management.

CoCo also satisfied the minimal training requirements set fourth by management evidenced by employees understanding and utilization of the system within weeks. Shamrock Foods realized a significant return on their investment and now have a more targeted compensation destination for their entire company. "Brilliant HR's customer service was instrumental to the success of this project," said Corey and his team after the project was completed.

About Brilliant HR

Since 1994, Brilliant HR has been simplifying compensation planning and talent management for global organizations. We are a first-class compensation management software that helps organizations streamline and automate salary planning. Our secure web-based platform transforms the complicated compensation planning process from laborious and inefficient to automated and error proof.