

CASE STUDY

Helping Staymobile develop employees, build succession plan

Headquarters: Marietta, GA | **Locations:** 16 states | **Founded:** 2009

Staymobile provides after-market repairs on mobile devices from phones, computers and tablets to drones and gaming devices. Its customer base includes individual consumers, educational institutions and enterprise organizations. Industry differentiators for Staymobile include lifetime guarantees on repairs, extended warranties for used devices and, soon to launch, a pick-up and delivery service with same-day repairs.

STAYMOBILE®

The challenge

Staymobile is rapidly growing its store count to achieve a national footprint, but CEO Brian Hutto realized that “we didn’t have good employment practices. Our benefits were costly, our workers’ compensation was expensive, and we didn’t have HR support.”

Armando Alvarez, executive vice president of operations, said the company desired an HR provider who shared the same values and ethics as Staymobile, someone who would become a strategic partner with the company. “We vetted multiple companies, and Insperity kept coming to the top in terms of values, ethics and their ability to listen,” Alvarez said.

The solution

“It would have taken us years to build out the HR function that we’ve gotten with Insperity (in a short time),” Hutto said. “We’ve built an entire talent management and succession planning program that couldn’t have happened in a company this small without the support of Insperity.”

“We now have good employment practices. We hire better, and I can’t overestimate the employee impact and what (Insperity) helps us do with retention.”

Insperity helped put individual development plans in place for all top talent, and helps select the courses that will fill skill gaps for each employee. “They (employees) feel like the company’s invested in them,” Hutto said. “Insperity also instituted an employee climate survey for us, so we’ve gotten real feedback on how our organization feels and how we can adjust to that.”

“(Our Insperity service team member) is in our Monday leadership meetings, and she challenges us as leaders to understand what we have to do to continue and grow successfully,” Hutto continued.

And the growth that Staymobile anticipates? “Insperity is at the center of it with us. They have to be the calm in the storm and play a key role in getting rid of redundancies and confusion. Insperity is paving the way for us,” Alvarez said. So much so that Staymobile views its Insperity service team member as a Staymobile employee, and she is listed on the company’s org chart.

“We have complete and total trust in the relationship. Insperity knows where the pitfalls are, and they help steer us away from them.”

– Armando Alvarez
Executive Vice President of Operations
Staymobile

The value

“Insperity shares their experiences with you, so they have the ability to open your eyes. If you’re a new company without that, you’d be crazy not to use the experience Insperity brings to you and leverage it,” Alvarez said.

“It’s okay that you don’t have all the answers. Trust Insperity that you’re on the right path, because one hiccup can cost you your company if you’re not careful. Together, you’ll find the answers.”

Hutto added that, “We may have HR issues and challenges, but I don’t worry about it. Insperity has made us better. I know that if my peers who are running other companies had Insperity, they’d sleep better at night like I do.”

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“If you’re just looking for HR support, you should probably go somewhere else. But if you’re looking for support with collaboration, trust, a relationship and a strategic partner, Insperity is who you want,” Alvarez said.

Alvarez added, “If you have a future ... if you’re an entrepreneur looking at growth and opportunity, then partner with Insperity. HR isn’t a destination, it’s a journey. Bring Insperity with you on your journey, early and often.”

“We love our culture, and we love our people. We think we have a great, high-spirited company, and Insperity’s a huge part of that.”

– Brian Hutto, CEO, Staymobile

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