

BigCommerce continues to grow with Insperity support

Number of employees: 400 and growing | **Industry:** e-Commerce | **Insperity client since:** 2012

BigCommerce knows a thing or two about growing companies. A leading platform for creating and enabling e-commerce websites, the company is helping retailers grow an average of 28 percent year over year, according to Ipsos market research. From regional barbecue chain Rudy's to pro sports teams like the Carolina Panthers and household names like Martha Stewart and Toyota, BigCommerce supports e-commerce companies worldwide to power their online shopping experiences.



The challenge

It stands to reason, then, that this tech startup of 50 employees only five years ago would seek the HR support that would allow it to grow – and grow rapidly – to serve its customer base of tens of thousands of merchants in more than 140 countries around the globe. Enter Robert Alvarez, BigCommerce chief financial officer and chief operations officer, who had previously put Insperity in place for three different employers.

“I knew the power of the (Insperity) model and the benefits it would provide to our employees and their families. We needed to get Insperity in place to help us scale,” says Alvarez. Five years and 400 employees later, Alvarez credits the Insperity platform and service team as being a great partner at each phase of its growth. In a highly competitive environment, Insperity provided a robust HR infrastructure and access to quality employee benefits, as well as payroll and compliance assistance.

“We were able to focus on growing the business while we leveraged the Insperity platform and team for the best possible benefits offering and payroll and compliance infrastructure,” says Alvarez. “Access to Insperity employee benefits is huge. Making employees and their families happy with the best benefits and incentives you can provide really nurtures your culture, and we try to pattern the way we care for our people in a similar way that Insperity still does for their people today.”

But as BigCommerce grew, the Insperity® Workforce Optimization® solution no longer fit the demands of the organization, now eight times larger than when the relationship began. The company had built its own HR team by then and enjoyed a high level of trust and partnership with Insperity they didn't want to end. And they didn't want to lose access to Insperity's robust and competitive employee benefits.

The solution

The solution was a shift to Insperity's Workforce Synchronization™ product, offered to Insperity clients with at least 150 employees. Workforce Synchronization™ is designed for the needs of middle market-sized organizations that have made significant in-house investments in HR. Through Workforce Synchronization™, Insperity clients can benefit from a robust HR infrastructure that supplements in-house resources.

“Our transition to Workforce Synchronization was seamless and smooth.”

– Robert Alvarez

“It gives us the flexibility and the cost structure that justify maintaining the relationship. We have the ability to choose only the services we need, and we still have access to incredible employee benefits, like medical insurance and a 401(k) plan.”

The value

“There’s great benefit to us in terms of opportunity costs.”

“My HR team is able to focus on BigCommerce, but if we didn’t have Insperity, easily half their time or more would be spent doing what Insperity does for us, from payroll and compliance to benefits and employee relations.

“We have a trusted business partner relationship with Insperity, and we’re working together to get better each and every year. Flexibility is key. By picking and choosing the services we need, we’re able to keep costs where we need them to be.

“I’ve always been inspired by how Insperity treats its employees, and I’ve tried to follow in those footsteps,” says Alvarez. “Our cultures are very similar, and the folks at Insperity are very similar to the type of person we try to hire at BigCommerce.”

Alvarez has experience with other PEOs and stresses that the level of service, access to benefits, employee engagement and user experience through Insperity are far superior. “Insperity provides a sophisticated platform, and BigCommerce should be able to continue its growth with Insperity.”

“I’d like nothing else than to remain long-term in a relationship with Insperity. They’ve been a key part of my playbook at my last four startups, and I’m grateful for the level of service they’ve provided to each and every employee.”

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