

HR outsourcing helps small business grow with confidence

CLEVER counts on Insperity to help them stay compliant and attract top talent

As a leading influencer marketing agency, CLEVER helps brands connect with an ecosystem of influencers – real people with engaged communities of loyal fans. As critical as the network of influencers is to their success, its team of distributed employees is just as important. Choosing the right partners – from influencers to an HR services provider – has helped CLEVER grow its team and maintain a competitive edge.

Since 2009, CLEVER has delivered more influencer programs for a diverse roster of clients than any other influencer marketing agency. CLEVER has also been lauded with many awards, including coveted spots on the Inc. 5000 in 2016 and 2017 and Best Places to Work in 2019.

Rapid growth tests the limits of time and prioritization

Due to its rapid success, CLEVER leadership saw the need to balance rapid growth as an intentional strategy while also prioritizing the overall HR needs of the company. CLEVER outsourced HR functions, but found that the provider couldn't service all their needs. Leadership also felt their company was not a priority with the provider.

CLEVER chose Insperity as its new provider to handle HR-related compliance, payroll and other day-to-day functions, as well as providing smart insight and guidance with employee relations issues. The partnership allows CLEVER to maintain its priority on a culture that attracts talent and navigates the challenges that come with growth.

Client: CLEVER

Number of employees: 35

Location: San Francisco Bay Area, San Diego, Los Angeles, Chicago, Dallas and Phoenix

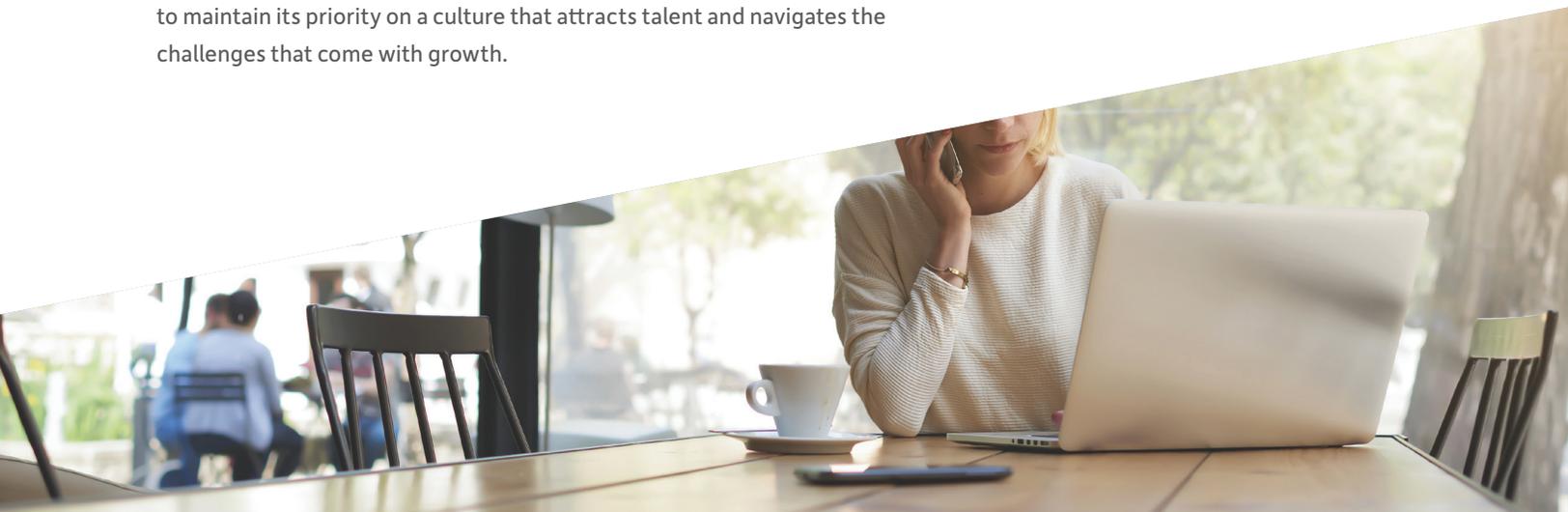
Industry: Influencer marketing

Insperity client since: 2013

Services used: Payroll, benefits, employee relations assistance

Overview: CLEVER is an award-winning influencer marketing agency connecting brands with influencers. The 35+ employee company is 100% virtual and uses Insperity to help manage the needs of their growing team, foster loyalty and retain top talent.

CLEVER



Transitioning the heavy HR lifting

CLEVER made the switch to Insperity in 2013. Justin Robinson, CLEVER vice president, talent and culture, says, “We were excited to transition our HR needs to Insperity, because they provide a higher level of service than our previous provider, and they respond to us quickly.

“This includes more support for day-to-day functions such as payroll and employee issues, as well as support for extended leaves, like maternity, which are a priority for a woman-owned company.”

Insperity’s robust service offerings allow CLEVER leadership to continue in-house recruiting and hiring, functions which are vital to helping the company scale. Robinson adds, “By handling compliance and payroll needs, Insperity enables us to handle recruiting top talent in a way that matches our culture and values.

“We’re able to keep our focus on people, knowing everything else is handled.”

“Especially with employee relations issues, which ebb and flow, Insperity is there to help me with any HR issue that’s not in my wheelhouse, like compliance. Being a virtual company, we don’t have the ability to gather around for a ‘water cooler chat,’ and it’s important to make sure our employees feel connected. Insperity provides great support in that effort,” Robinson continues.

Value that goes beyond daily functions

Robinson shares that CLEVER is especially appreciative of the bundled services offered through the Insperity® Workforce Optimization® solution. “It makes sense for us to use an outsourced HR provider,” Robinson explains. “We receive far more services than we could facilitate on our own.

“We consider Insperity a true HR partner. They offer so much beyond optimizing our payroll and compliance needs. Sometimes the most valuable service is allowing me to talk through employee relations issues. I consider Insperity to be a great support for CLEVER.”

“Insperity is always there to help me with anything that’s not in my wheelhouse, like HR-related compliance.”

— *Justin Robinson, vice president, talent and culture, CLEVER*

Enhancing the role of HR in a virtual environment

Part of Insperity’s importance to CLEVER is the ability to support an entirely virtual workforce distributed across multiple states without missing a beat. Operating in 11 states with differing employment laws could tax the savviest organization, “but Insperity has the expertise to keep up with all those requirements and keep us on track,” Robinson says.