

# A strategic HR partnership helps tech company weather the pandemic

## NUMBER OF EMPLOYEES

31 – 49

## LOCATION

Grapevine, Texas

## INDUSTRY

Professional, scientific and technical services

## CLIENT SINCE

2016

## SERVICES USED

- Full-service HR/PEO
- Payroll and employment administration
- Better access to employee benefits
- Retirement services
- Talent management

BILT Inc. focuses on its strengths with help from Insperity

## INC. 5000 COMPANY RECOMMENDS INSPERITY FOR ITS BUSINESS SUPPORT

Nate Henderson, chairman and CEO of BILT Inc. — a platform for manufacturers to provide 3D interactive, animated instructions for their products — believes the most accurate indicator of a company's success is the percentage of customers who are likely to recommend the business to a friend. More than 80% of clients say they would recommend BILT, which helps to explain the company's exponential growth.

In 2020, BILT ranked No. 375 on the Inc. 5000 list of fastest-growing private companies in America with a three-year growth rate of 1,211%. Obviously, that wasn't the only thing that happened in 2020. BILT faced unforeseen challenges due to the coronavirus pandemic. The key to navigating them was a partnership with a company Henderson recommends wholeheartedly: Insperity, a full-service HR solution built to support small and midsize businesses.



**“(Insperity) gave us confidence to move forward, knowing we were making correct decisions based on good, timely information.”**

**Ahmed Qureshi**

President and COO

BILT Inc.

### **OUTSOURCE PERIPHERALS TO HOME IN ON PRIORITIES**

BILT initially reached out to Insperity in September 2016 for help with payroll and HR compliance. It had nine employees across six states at the time, and BILT President and COO Ahmed Qureshi says keeping up with HR compliance was becoming near impossible. “I was getting emails from all these states: ‘you owe us this;’ ‘you have got to sign up for this online account;’ ‘you need to pay this;’ and I was trying to focus on sales and operations.”

Qureshi was ready to remove himself from as many tasks as possible so he could focus on growing the business. Henderson notes outsourcing “peripheral things” is particularly important for innovative startups like theirs. “When you are a cutting-edge company, you have to do a lot of heavy lifting to get out into the market and help people understand your technology,” he explains. That takes enormous time and focus.

Insperity took many of the HR tasks off their plate and provided better support than they were capable of themselves. In addition to payroll and HR-related compliance, Insperity provided big company benefits to BILT employees that they would not have access to otherwise, Qureshi says. Competitive benefits, including a 401(k), are important to BILT’s culture. BILT employees create solutions that enrich people’s lives. They care about one another and put others

before themselves. Henderson says he can’t preach this type of mindset if people aren’t getting paid on time. Qureshi adds that it gives employees comfort to know they can call the Insperity 1-800 number anytime with questions. BILT Director of HR and Talent Acquisition Nancy Macias reaches out weekly to talk about hiring strategies and HR best practices and uses the Insperity Premier™ portal to access job description templates and on-demand trainings. When Qureshi wanted employees to take a data privacy and cyber security training program, he was pleased, and not surprised, to learn Insperity had a high-quality one available on its learning portal.

### **INSTILLING CONFIDENCE IN TOUGH TIMES**

When COVID hit, BILT relied on Insperity more than ever. The HR solution provider helped BILT communicate the nuances of furloughing to its employees, figure out how furloughing impacted BILT employee’s health benefits, and how to bring employees back on when the time was right. Insperity also counseled the team on COVID workplace safety precautions and continues to share insights on how other companies are handling the return to the office.

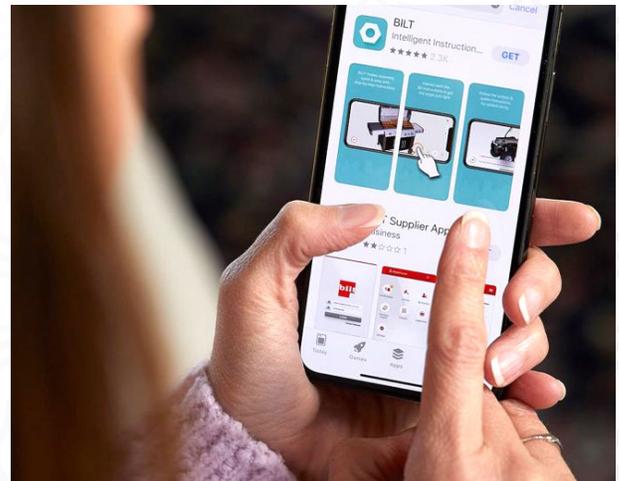
“In a stressful and difficult period for our company, Insperity helped lower that stress,” Qureshi says. “It gave us confidence to move forward knowing we were making correct decisions, based on good, timely information.”

BILT is fortunate the pandemic hasn't knocked them off their growth path. The BILT app is already used in more than 200 countries, and BILT's client list keeps growing. Henderson says there is no ceiling for their sales and no vertical they can't touch.

"We are determined that on the next mission to the moon or to Mars, everybody on that spacecraft is going to have an iPad with a bunch of 3D instructions for how to assemble and disassemble everything on that ship [using BILT]," Henderson says.

HR systems and processes are key to the employee experience and culture, and, in turn, BILT's ability to literally shoot for the stars. For these reasons, and more, Henderson would recommend Insperity to a friend, noting that unless human resources is your passion and specialty, outsourcing HR is really a no-brainer.

*This article was produced by, and originally posted on, Inc.com.*



BILT is revolutionizing instructions across every sector, from consumer packaged goods to industrial and professional items.