

Case Study

Tracker Corp Increases Efficiencies by Modernizing Employee Onboarding



The Company

Tracker Corporation is the leading solution provider for I-9, E-Verify, and immigration compliance. One of Tracker's primary products, I-9 Complete®, is an employment eligibility verification solution that serves organizations with hundreds of thousands of annual hires and thousands of locations, including some of the nation's largest retailers, fast casual restaurant chains, grocers, and staffing companies.

Form I-9 is used for verifying the identity and employment authorization of individuals hired for employment in the United States and all employers must ensure proper paper completion of Form I-9 for every individual they hire. Most employers complete the Form I-9 on paper, which is error prone and labor intensive. Tracker's I-9 Complete is an electronic I-9 solution that reduces the resources an organization has to devote to I-9 & E-Verify compliance and delivers full compliance and complete visibility for HR.

The Challenge: Build vs. Buy

Tracker's I-9 product is a custom-built web application used by over 35,000 field managers who process over 2 Million I-9's for new hires annually. I-9 Complete alleviates the traditional paper process and provides HR managers with a streamlined, electronic self-service solution.

Under the leadership of Brian Fancher, Tracker's vice president of I-9 product management and chief compliance officer, the company anticipated the acceleration of workers moving away from back office processes to anytime, anywhere mobile computing, including human capital management processes like employee onboarding. As the enterprise market was shifting from desktop PCs to mobile devices like tablets and smart phones, Tracker knew it needed a mobile solution to stay on the cutting-edge and address the shift in how and where their customers needed to work.

The Tracker product team initially set out to build a mobile solution internally, and when faced with a lack of in-house mobile expertise to build a mobile product, limited time and an upwards of 3x the cost, they set out to find a better way.



With PowWow Mobile's SmartUX Platform, we were able to modernize and extend one of our core product's out to thousands of users on mobile devices quickly, with no disruptions to our business. This allowed us a faster time to market and provided a significant competitive advantage. We could have never achieved this level of speed and economy building this ourselves.

Brian Fancher

Tracker's vice president of I-9 Product Management and chief compliance officer

"The idea of building this solution in-house was also riddled with uncertainty since we had never built a mobile technology ourselves before," Fancher said.

Therefore, Tracker vetted five enterprise mobility solution providers, narrowed it down to Capriza and PowWow Mobile, and ultimately selected PowWow.

"We felt PowWow Mobile was the most capable, due to its more polished interface, their ability to handle any type of application and the credentials of the PowWow team itself – we felt confident that they had the talent to help us on our mobile journey and robust technology that could deliver and scale," he said.

The Solution: I-9 Complete Mobile App

Tracker not only needed a solution that was fast, simple and inexpensive to deploy and maintain but was also end-to-end secure as its users consistently collect and send personally identifiable information (PII).

"It is essential that we meet Federal security standards, since we transmit PII on behalf of our customers and their employees and PowWow Mobile met all our technical and security requirements" Fancher said.

With PowWow Mobile, Tracker was able to quickly and securely, modernize and extend I-9 Complete out to its mobile users, with no changes to the existing application and no disruptions to their business.

"Time matters, and PowWow Mobile's SmartUX Platform allowed for a quick turnaround. Within months we had a mobile app in production - compared to a year or more if we decided to build it ourselves," added Fancher.

The Results: A Consumer Simple & Intuitive User Experience

With Tracker's I-9 Complete mobile app, employers can now process new hires more effectively and efficiently and employees can complete their employment verification from any location and on the device of their choice. Through the use of smart, mobile-first capabilities like the camera and electronic signatures, Tracker's users can quickly take a picture of an employee's driver's license, social security card, etc., and securely upload it to their account. Furthermore, the mobile solution enables information capture without storing residual PII or images on the mobile device. Prior to this feature, the process was manual and involved copiers, scanners and copious amounts of paper.

"We're thrilled with our mobile solution and excited about where we can take mobile in the future," Fancher said. "PowWow Mobile is a partner for life. We can grow and improve and expand the product through our partnership with them."

ROI: Compliance in Minutes

After just two months of rolling out the mobile solution, 20,000 employees had utilized the mobile app to complete their portion of Form I-9 – a number that continues to increase 40% month-over-month. Of those users, Tracker estimates a labor savings of 70% to achieve the equivalent levels of compliance. In other words, what once took hours and days, now only takes minutes.

Company:

- Leading provider of HR software for I-9, E-Verify, and immigration compliance
- Responsible for processing over 2 Million I-9 Forms annually

Challenges:

- Needed to develop a mobile solution to support users that were shifting from desktop to mobile devices
- No In-House Mobile Expertise
- Required end-to-end security that complied with Federal standards

Results:

- An immediate double-digit adoption rate by its clients
- Reduced average time to complete Form I-9 by 70%

Mobile Factoids:

- Leveraged device camera capabilities to streamline workflow
- No data or images stored on device to comply with Security standards

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