# GENESCO

## Genesco streamlines new-hire onboarding with Trinisys-based online application.

### Summary

Founded in 1924, Nashville, Tennessee-based Genesco Inc. (NYSE: GCO) is a leading retailer of branded footwear, licensed and branded headwear and accessories and wholesaler of branded footwear. It operates more than 2,300 footwear and head-wear retail stores in the United States, Puerto Rico and Canada, principally under the names Journeys, Journeys Kidz, Shi by Journeys, Johnston & Murphy, Underground Station, and Lids.

### Challenge

Genesco wanted a new and better way to onboard the thousands of new employees hired each year. They came to Trinisys with a project to create a new online onboard-ing system for their retail stores, and have it up and running in time for the peak holiday season.

Previously, Genesco's was using an paper-based process for onboarding. Some of the challenges they faced included:

- Expensive to create, maintain, and print 12-section document in several varia-tions due to individual state regulations

- Costs associated with mailing packets to the headquarters for processing

- 5-day mail float imposed short processing deadlines to avoid fines due to some states' regulations that new employees must be paid within 7 days of hire

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>
> **Cory McDermaid,**
> Senior Manager of Business Systems, Genesco

**JOHNSTON & MURPHY**

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## Solution

Genesco needed a solution quickly, ready to go into test by October and into the stores by November. Trinisys' solution met all of Genesco's needs including:

- They needed a solution deployed in a short time-frame

- They wanted to increase efficiency and dramatically reduce the processing time

- They wanted an online solution that eliminated the paper process, mail costs, and simplified form/packet maintenance

Trinisys quickly created a working demo of the solution for Genesco to ensure the solution was on target.

With Genesco's sign-off, Trinisys built the new oboarding solution in time for deployment before the busy holiday season hiring. Trinisys also provided training for maintaining the new hire forms as well as how to use Trinisys' Server and Integration Engine for other initiatives.

## Result

Trinisys delivered a system that exceeded expectations - reducing processing time, cutting printing costs, and implementing a platform that not only satisfied the needs of the project, but provided benefits even beyond onboarding.

- Store managers and applicants complete their sections on touch-screen monitors and have found it easy to use

- Processing is faster - data now gets to headquarters in Nashville instantly

- HR productivity has been boosted since the online system will only allow fully completed documents to be submitted

- Packets with e-signatures are also stored in Genesco's document management system by the Trinisys Server for easy access by Legal and Compliance departments

Genesco has utilized the Trinisys product to implement a number of other initiatives. "With Trinisys, we didn't just get the project we came for, but a platform for a variety of other projects," said Cory McDermaid, Genesco Senior Manager of Business Systems.

Trinisys revolutionizes the way businesses collect and process information. Clients have drastically reduced the time and cost involved in acquiring data from paper and the web with Trinisys' innovative data capture software. The Trinisys integration engine enables companies to automate complex business processes and get data to the systems they use every day.