



“With iCIMS, we don’t just collect performance management information; we are able to analyze the data and apply the results towards improving our organization and our employees.”

Kimberly Richards
HR Manager
Lulu Enterprises, Inc.



The Client

Lulu is the premiere marketplace for new digital content on the Internet, publishing 98,000 new titles a year that are created by almost 1.2 million users in 80 different countries. Quickly after inception, Lulu experienced rapid growth as a company. In order to keep up with the organizational growth, the number of employees at Lulu more than doubled in less than two years.

The Challenges

As a result, Lulu found it increasingly difficult to manage their human resources activities. Specifically, their outdated performance management process created many-a-headache among their HR professionals. The sluggish process entailed Microsoft Word documents being emailed and printed among employees. Furthermore, Lulu found that tracking the performance assessments was a problem at every level of the process. Both employees and managers were left without complete copies of the written assessments. And because the self-assessments came to HR at varied times and from multiple office locations, organizing and centralizing the data was a serious issue. Management set out to find a solution that could really improve their performance management processes, as they recognized the importance of maximizing the performance potential of their employees.

The Solution

To start, iCIMS provided Lulu with iForms, an automated solution to their paper processes. iCIMS' iForms turned their cumbersome performance management procedures into an interactive process that was now easily searchable, editable and reportable. Additionally, with the help of iCIMS' Talent Platform, Lulu's employee self-assessments were now stored in an organized, centralized manner which could be collected, tracked and managed effortlessly. Working with managers, HR professionals, and mentors on these newly improved appraisals enabled Lulu employees to receive comprehensive feedback on their strengths, weaknesses, and ways in which they could progress within the organization.

iCIMS Enabled Lulu to Exchange Static HR Data for Interactive Processes and Meaningful Performance Management Analytics

Number of Employees

Under 1000

Challenges

- Outdated Performance management tools
- Unable to properly track performance assessments
- Ineffective, sluggish system process
- Unorganized and inefficient data storing

Key Benefits

- Employee and manager-friendly performance management tools
- Efficient collecting, searching and reporting on assessments
- 360 performance assessments centralized within electronic files
- Improved employee morale

Results

Through the implementation of iCIMS' Talent Platform, Lulu has really improved their performance management by creating a manageable and centralized open forum for learning employees' expectations, goals, and perceived performance levels. This, in turn, has really proven to be beneficial as it has led to a reduction in Lulu's employee turnover and has enhanced overall morale.