



## The Client:

Kronos Incorporated, founded in 1977 and headquartered in Chelmsford, Massachusetts, with more than 3300 employees, is a worldwide leader in workforce management technologies. Its labor software is the industry standard and more than half the Fortune 1000 organizations use Kronos for their superior HR, time and attendance, scheduling, and payroll analytics. A company whose products are designed to save clients' time and money came to us for a specialized application. We not only provided a solution to the problem, we filled an additional need that didn't even know they had.

## The Challenge:

One specialty of Kronos is time clock solutions and when they evaluate their potential clients, they use surveys to assess need. These were done manually in Excel, and were time consuming and ineffective. Our role was to make this critical incoming client survey process faster.

Excelhelp.com studied their system and made our recommendations and instead of starting from the ground up with every survey, we wanted to deliver an on-demand created survey that even a layperson in their organization could understand.

## The Solution:

ExcelHelp simplified the survey making process by creating a sophisticated Excel application for Kronos. This Excel application allows them to dynamically create a multi-level, multi-tiered, and categorized survey system which permits weighting of answers, question, and categories of questions and displays the results of these surveys in a chosen format by Kronos. When it comes time for Kronos to pitch a potential client, they can do so much faster and more comprehensively. Their previous system meant that they had to create the math and calculations for each survey system. With the ExcelHelp created, dynamic survey tool, even a company layperson with minimal understanding of how weighted surveys work can create a complex survey. For an organization like Kronos, optimizing efficiency is imperative.

We took it a step further. Kronos has a presence in industry conventions and trade shows, and their staff needed to be able to generate this intake assessment in realtime, when sales leads were in front of them. ExcelHelp programmed an iPad application to allow the Kronos floor team to assess client potential on the fly. How better to demonstrate your time saving potential for a client than to respond to them to them instantaneously? That is what makes Kronos the leader in its field.

From generating an Excel solution, to delivering a creative, custom iPad application, ExcelHelp increased the efficiency of a recognized efficiency expert.

## Key Client Benefits:



We cut time out of the survey generation process for Kronos, and made the creation of weighted surveys possible for a larger portion of their workforce. We enabled them to better pitch their clients using Excel along with an iPad application that empowers their team to convert leads in the moment using razor sharp technology.

