



Athletico makes Performance Review Administration **8** Times Faster with **Reviewsnap**



reviewsnap

CHALLENGES

- Labor-intensive performance review process.
- Finding cost-effective, high-quality performance review software.
- Customizing and configuring a solution to Athletico's unique needs.

SOLUTION

- Reviewsnap Employee Performance Management Software, including performance reviews and 360-degree feedback.

RESULTS

- Streamlined time required for typical performance review by more than 85 percent.
- Simplified performance review process.

As Athletico's HRIS Systems Manager, Kathy Yates didn't mince words in her appraisal of the company's performance review process: she called it cumbersome and labor intensive.



It was the fall of 2012 and Athletico—a Chicago-based provider of physical therapy, orthopedic rehabilitation, sports medicine, athletic training and fitness services—was in the market for a performance review solution to meet its escalating talent management needs.

The company had grown rapidly since its president and founder, Mark Kaufman, opened its first center in 1991. Today, Athletico has facilities throughout Illinois, Wisconsin and Indiana, and is the official physical therapy partner for a host of notable professional sports organizations including the Chicago Bears, the Chicago Bulls, the Chicago Cubs and the Chicago Blackhawks.

With Athletico's approximately 1,400 employees being so directly responsible for its success and future growth, Yates knew her company needed a solution that streamlined and simplified the performance appraisal process. The existing process was both frustrating and long-lasting. It was a combination of a performance review and 360-degree rating, handled through Microsoft Excel. Since people use Excel differently, it was difficult to aggregate individual raters' comments in a timely or systematic manner. Instead, for each appraisal, managers found themselves copying and pasting various raters' comments, one by one, into a single, usable document.



“One manager told me that the performance review process took four hours for each direct report,” Yates said.

Aiming for Perfection

Recognizing the existing system was far from ideal, Athletico went in search of a solution that would simplify and improve its review process. To evaluate potential solutions, a wide variety of stakeholders from across the company created a checklist of 10 criteria that an ideal solution would encompass. It was actually more of a wish list, said Yates, since no single solution could encompass all of the criteria. But the list was useful because it gave Athletico a target of perfection to aim at during its search.

Among the most crucial criteria were the ability to assign weighting to different competencies and metrics; enabling managers and employees to enter comments throughout the year; and, most importantly, to allow Athletico to continue its practice of holding annual reviews on employee anniversary dates.

As luck would have it, Yates and others from Athletico attended the HR Technology[®] Conference, conveniently located in Chicago. During the event, they met with a number of potential performance appraisal partners—somewhere in the neighborhood of 20 or so. But the list of preferred partners was short. There were just four. Reviewsnap was high on that list.

Yates personally investigated each of the finalists more closely, including viewing demonstrations and speaking with the vendors’ existing clients. At the end of the evaluation, Athletico’s Performance Selection Process Team—which included HR, IT and key managers—determined Reviewsnap came closest to meeting the full range of criteria on its wish list and ranked it No. 1. Yates found a handful of qualities, in particular, extremely compelling:

- **Ease of Use**—During demos, Yates said, everyone was blown away by how easy Reviewsnap’s system and software were to use, “providing a clean way to combine performance reviews and 360-degree feedback into one clean deliverable that we could give to everyone.”

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- **Client satisfaction**—Yates spoke to several Reviewsnap clients who gave the company and its software glowing reviews.
- **Customer service**—“This is what really sold us,” she noted. “Everyone I spoke to told me that Reviewsnap was highly responsive and got things done quickly. And once we started working with them, it didn’t take long to see just how true that was.”
- **Cost**—Reviewsnap’s price point was not only attractive but it offered superior value compared to other options.

It didn’t take long for Athletico to make its final decision. Reviewsnap was the obvious choice, and the partnership marked the beginning of a new era for Athletico’s performance review process.

Creating a True Partnership

Yates considered Reviewsnap’s reputation for impeccable, responsive customer service as vitally important because she knew first-hand the detrimental effects of poor customer service.

“We’ve worked with companies where you have to go through somebody to talk to somebody else to talk to somebody else. It can take two or three weeks to get your questions answered or have the vendor take action on a request,” she said. “But that wasn’t the case with Reviewsnap at all.”

For instance, Yates’ primary point of contact on customization requests isn’t a go-between. Her account manager ensures that Yates and her team get immediate action and answers regarding their requests. “I deal directly with our account manager, who deals directly with the programmer, and our customizations happen amazingly fast. There are no layers to go through to get our needs met. The amount of time it’s taken is minimal compared to other systems and vendors we’ve used.”

Another advantage of working with Reviewsnap, said Yates, is that it encouraged Athletico’s honest feedback and suggestions for improvement right from the start.

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After the Reviewsnap software was implemented and initial customizations were made, Yates solicited additional feedback from users in 2013. While the overwhelming majority of the responses were extremely positive, users did offer some specific suggestions for enhancements. For example, some managers found the software's 360-degree screen a bit challenging. Reviewsnap quickly changed the screen's configuration to improve ease-of-use.

Athletico's users also noted how advantageous it would be to have a mobile app at their fingertips, which would enhance convenience, accessibility to the software and their personal productivity. Not long after, Reviewsnap released its mobile app.

"Again, the attention and customer service we get from Reviewsnap is top notch," Yates said. "And we love how Reviewsnap is continually enhancing its offerings."

A Formula for Success: From 1 to 8

Today, it's safe to say that Athletico's performance review process is no longer cumbersome and labor-intensive, thanks to its partnership with Reviewsnap.

In fact, the average amount of administrative time that Athletico devotes to a performance review has dropped tremendously. Yates said that Reviewsnap has streamlined the administration so much that Athletico can now enter eight reviews into the system in the time it used to take to enter just a single review.

"Our managers were working for four-plus hours on each review under our old way of doing this," Yates stated. "Now it takes them a half-hour to do the same work and input their feedback as well. And the quality of our review process hasn't dropped at all. In fact, it's gotten better."

In addition to the time savings it has delivered, Reviewsnap has eliminated the frustrations that managers were experiencing due to Athletico's previous process. They cite a number of Reviewsnap's features as particularly helpful, according to Yates. For example, all performance raters receive automatic notifications when their input is

Reviewsnap streamlined administration so much that Athletico enters reviews into the system 8 times faster than before.



needed on upcoming reviews as well as when their input is past due. Others enjoy the ease with which they can upload key documents into the system. And a growing number of employees and managers are regularly using the journal entry feature.

“A Great Decision”

Yates said that Athletico is interested in expanding its relationship with Reviewsnap in ways that will take its performance review process to the next level.

For example, Athletico is evaluating its current processes and is looking to use an automatic file feed and to incorporate its 90-day evaluation process into Reviewsnap.

A lot has changed at Athletico over the years—including its performance review process. As Yates looks back, she says that one thing is clear: “Implementing Reviewsnap was a great decision.”

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About Reviewsnap: Reviewsnap is a complete, fully automated performance management system that offers user-friendly, reliable and affordable on-demand SaaS (Software as a Service) solutions to help companies align goals for greater results, enhance communication and coaching, increase employee engagement, and save time and money through improved efficiency.

Learn more at www.reviewsnap.com.

About Athletico: Athletico Physical Therapy provides orthopedic rehabilitation services to communities and organizations throughout Illinois, Wisconsin, and Indiana. To demonstrate our commitment to both our patients and referring physicians, we measure functional patient outcomes and patient satisfaction with national data comparison using a third-party outcomes system. Our services include physical and occupational/hand therapy, work rehabilitation, performing arts rehabilitation, women’s health therapy, pediatric physical therapy, vestibular rehabilitation, concussion management and athletic training. Expanded services include aquatic therapy, ART, Graston Technique, performance enhancement, fitness center memberships, personal training, golf fitness, endurance, nutrition, massage therapy and complimentary injury screens.

For more information on Athletico visit www.athletico.com.