

A Need for Speed: Penske Racing Revs Up Performance Reviews with Reviewsnap



CHALLENGES

- Slow, labor-intensive performance review administration process.
- Delayed and missing reviews.

SOLUTION

- Reviewsnap's performance management software.

RESULTS

- Faster turnaround of performance reviews by Penske Racing's managers.
- 80 hours per year shaved off of administration time.

Penske Racing doesn't like doing anything slowly.

As one of the most successful auto racing organizations in the United States, Penske Racing is all about speed. But while its drivers regularly find their way to victory lane, its performance review administration wasn't nearly so swift. This wasn't exactly surprising since the process was largely manual—based on Excel spreadsheets and emails, which made tracking rather cumbersome.

But a lack of speed was just one of the organization's issues with its performance reviews, said Darlene DeRosa, Penske Racing's Benefits/HRIS Supervisor. "In addition to being time-consuming, our review process was extremely complicated and frustrating," DeRosa said. "It was hard to track exactly who was doing their reviews on time and who wasn't. We literally had to chase our people around. Plus, there's a lot of room for error when you're doing manual work like that for more than 300 people."

As a result, DeRosa began searching for a solution that would help drive Penske Racing's performance review process across the finish line with much greater speed and efficiency.

"The Perfect Performance Review System"

DeRosa researched three different online performance review systems, all of which turned out to be too complex, too hard to use and not quite suited for Penske Racing's needs.



The organization continued to use its legacy process for annual reviews, which are held each October and November, and for 90-day reviews of new hires. But the organization's frustration continued to mount and the slow pace of the annual reviews—combined with open enrollment season and tasks related to health care reform occurring at the same time—forced DeRosa to work many late nights.

One evening, at about 10 o'clock, DeRosa stumbled across an online ad for Reviewsnap. She nearly laughed out loud. "It was almost like the ad was calling to me—literally," she said. "I emailed our HR director, Terry Taylor, and said, 'Since our performance review process is going to make me snap, this looks like it will be the perfect solution for us!' I was joking but I got more serious when I visited Reviewsnap's website. I looked it over and thought—wow, this system looks simple, easy to use and easy to delegate. There's nothing overly complicated in there."

Soon after, Penske Racing and Reviewsnap officially joined forces to retool the organization's performance review process—and the benefits were immediately noticeable.

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"First of all, Reviewsnap automatically generates reminders for our managers, which means we don't have to chase them around and bother them about getting their reviews done," DeRosa said. "And Reviewsnap is easy to use, which is a huge plus in our organization, where things need to get done quickly. The system also allows us to see exactly where managers stand in the review process—whether and when they've started their reviews, whether reviews are partially completed or finished and waiting to be approved, whatever the situation. We don't have to manually track all of that any longer."

The time savings that Reviewsnap has delivered are substantial. DeRosa and Taylor have personally saved roughly 80 hours in administrative time during their first year of using the Reviewsnap system. And the reviews themselves are easier and more efficient for Penske Racing's managers to conduct and complete.

Importantly, Penske Racing did not have to change the format of its reviews. Instead, Reviewsnap customized its software to incorporate Penske Racing's review forms. "When we started with Reviewsnap in

2013, we had very specific ideas about our reviews,” said DeRosa. “We wanted letter grades instead of numbers. We wanted our questions to be set up a certain way. We wanted to have comments in certain places. Reviewsnap created custom templates for us, and we were able to get the exact review format that we wanted.”

Shortly after the new system was implemented, Reviewsnap held an online training session for Penske Racing’s top-level and first-line managers, walking them through the system and answering their questions, as well as providing written instructional materials.

Looking back, DeRosa believes that another key advantage of using Reviewsnap was how seamlessly it integrated with ADP, which Penske Racing was using as its employee portal. When new hires are added into ADP, they automatically flow into the Reviewsnap system, which is a major time-saver for DeRosa. And Reviewsnap users’ logins and passwords are automatically set to match those in ADP, which means users have one less username and password to remember.

Thanks to the metrics the Reviewsnap system provides, Taylor and the organization’s managers are able to analyze overall company staff performance and compare departmental performance, which allows them to see where improvements needed to be made.

In short, it didn’t take long before Penske Racing was on a fast track to success.

Quality Service is a Constant

DeRosa said that she has been delighted with Reviewsnap’s consistently top notch customer service. “Rolling out the system was a lot less painful than I imagined it would be,” she said. “There are always hiccups and unexpected complications when you roll out any new system. Things go wrong. But that didn’t happen at all with Reviewsnap.”

As occasional questions have come up, Reviewsnap’s response time has been “unbelievably quick,” with answers coming the same day—even on Saturday and Sunday—and often within the same hour.

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Reviewsnap has set the wheels in motion to do a refresher training course with Penske Racing to ensure that its managers are using the system to their greatest advantage. “I have to say I’m thoroughly impressed with Reviewsnap’s commitment to customer service,” noted DeRosa. “Working with them has been a blessing.”

Penske Racing is now looking to expand its relationship with Reviewsnap, possibly by using its compensation solution. In the meantime, DeRosa and her team are enjoying a performance review process that is vastly streamlined, more effective and far less frustrating.

If that isn’t cause for a victory lap, what is?

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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 Penske Racing: Penske Performance, Inc. operations include teams competing in the IndyCar Series, NASCAR Sprint Cup Series and NASCAR Nationwide Series under the “Team Penske” banner. Team Penske is one of the most successful teams in the history of professional sports. Competing in a variety of disciplines, cars owned and prepared by Penske Racing have produced 391 major race wins, 445 pole positions and 25 National Championships.