

Leading Fitness Brand Equinox *Elevates* Their Employee Relations with managER



EQUINOX

The Challenge

When the ER director at Equinox assumed her role, the primary focus was to stand up the ER function. On the people leader side, rapid company growth over a long period of time manifested an inconsistent approach to team member discipline. Templates were out of date and processes were unclear.

On the employee relations side, manually supporting people leaders at over 100 locations simply couldn't scale with the current infrastructure. There was a lot of work that needed to be done, but the only way to go was up.

Believing that even the best people processes won't scale without the right technology, the ER director focused on choosing a platform that could service both the needs of her ER team and her people leaders.

The Results

Standardized Processes for Scalable Growth

Equinox leveraged HR Acuity to replace outdated templates and inconsistent discipline practices, creating a unified and scalable approach to employee relations.

Empowered People Leaders

The rollout of managER equipped over 700 leaders with intuitive tools, preloaded templates, and streamlined processes, enhancing their ability to manage employee relations effectively.

Enhanced ER Strategy with Data-Driven Insights

By integrating HR Acuity, Equinox transformed its ER operations, enabling efficient case management, actionable reporting, and a foundation for long-term organizational success.

The Solution

After reviewing several options, her team chose HR Acuity, initially rolling out case management to the ER team. “From a platform perspective, HR Acuity checked all the boxes. It was user friendly, intuitive and had great reporting capabilities.” According to the ER Director, “what really stood out for us was HR Acuity’s customer support. As a team with big goals, we needed a technology team ready to partner with us for the entire journey.”

After a successful rollout to support investigations and case management, she and her team were ready to pull in the other half of the equation for the organization — scaling support for people leaders. The brand officially launched managER as a pilot to a small group of 100 people leaders using a measured roll-out to test adoption, gather feedback and validate a large-scale training approach.

Within days, the ER director and her team were receiving positive feedback. People leaders loved the ease of use, single sign on access, preloaded templates and the easy-to-follow instructions for documenting all things employee relations. The managER platform has since been rolled out to more than 700 people leaders across North America and it’s now an integral part of their overall ER strategy and operations.

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