

# Case Study



## Payroll & Onboarding for Fast-Growing Customer Service Department



Industry: Mobile Applications | Client Since: 2014 | Domain: Payroll & Onboarding

Ibotta is a technology company building tools to empower consumers and simplify their daily lives. They are most well-known for their mobile app that replaces couponing with gamified rebates and real cash rewards.

**Client Need:** Akraya was initially engaged to providing recruiting and payroll support for a large Customer Service Department in need of customer service specialists and data entry talent. Ibotta's internal recruiters outpaced Akraya early on, but could not handle the demands of onboarding their new-hires in this fast-growing department.

**Solution:** Akraya quickly switched gears to adapt to Ibotta's most pressing need. We now provide ongoing onboarding, payroll and time-tracking assistance.

**Result:** Akraya manages the onboarding documentation and payroll set-up of all newly-hired consultants at Ibotta. We ensure a smooth process that requires a dedicated Customer Success Specialist who collects time cards on a weekly basis for hiring manager review and approval. To date, Akraya has managed over 115 Customer Service and Data Entry consultants. The conversion rate of these consultants is over 50%