

Peopleclick Authoria Case Study: The Home Depot® Builds Their Compliance and Diversity Programs from the Ground Up With Peopleclick Authoria

The Home Depot at a Glance

INDUSTRY: Retail

HEADQUARTERS: Atlanta, GA

GOAL:
To launch a new affirmative action and diversity program and become a compliant organization.

THE SOLUTION:
Peopleclick Authoria® Research Institute and Peopleclick Authoria® Workforce Compliance and Diversity Solutions

SOLUTION DESCRIPTION:
Peopleclick Authoria offers the gold standard in affirmative action planning and OFCCP audit consulting services. Whether you prefer to run software and manage your plans internally or outsource plan preparation to experts, Peopleclick Authoria solutions simplify affirmative action planning and analysis by giving you the tools and consultants to generate 100% technically-compliant plans.

Company at a Glance

The Home Depot opened its first store in 1979 in Atlanta, Georgia. Currently, the retail giant has over 300,000 employees throughout the United States, Canada, Mexico and China. From the very beginning, The Home Depot has focused on providing top-of-the-line service, guiding customers through various home improvement projects and providing the right tools to help individuals build their dreams from the ground up.

Federal Contract Compliance & Diversity Challenge

In 2002, The Home Depot made the decision to expand its business objectives within the government sales sector and become a federal contractor. However, in order to meet certain compliance requirements, The Home Depot needed to implement an affirmative action (AA) program. The retailer was searching for a partner that could not only create affirmative action plans, but also train their team members, deliver metrics on a consistent basis and help create a strategic, company-wide diversity initiative.

As the organization began evaluating providers that offered a range of compliance and diversity program development services, Peopleclick Authoria stood out from the very beginning. “We already had an established relationship with Peopleclick Authoria, as we were using the Peopleclick Authoria® Recruitment Management System (RMS) for our corporate hiring needs,” explained Jeff Spratlin, Director of Government Compliance for The Home Depot. It was also impressive that Peopleclick Authoria had the capability to manage a large number of plans and had previous experience with large, global organizations, Spratlin noted. “Even if we were not already a client, we would have selected Peopleclick Authoria for their compliance and diversity services in a heart-beat,” added Spratlin.

To Diversity and Beyond

As The Home Depot began preparing their new plans, they realized this was no small task. The company wanted to create an affirmative action plan for every retail location, which included over 1,900 stores. In addition, the retailer wanted their team to be fully prepared and knowledgeable about the Peopleclick Authoria solution. To accomplish this, Peopleclick Authoria and The Home Depot partnered to provide training classes for over 2,000 human resource team members in just 30 days. The retailer also held large division HR Forums, where Peopleclick Authoria dedicated two days to educating team members on how to implement their new affirmative action plans. “I knew if any company could train all of our team members in such a short amount of time, it would be Peopleclick Authoria,” added Spratlin.

Since implementing the Peopleclick Authoria solution, The Home Depot has been able to translate an affirmative action strategy into an actionable and attainable compliance program. Each retail location began using Peopleclick Authoria CAAMS® reporting, part of the Peopleclick Authoria solution suite, to extract data that could be applied toward their hiring and diversity objectives.

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*— Jeff Spratlin, Director of Government Compliance
The Home Depot*

Every month, electronic reports are automatically sent to each retail location, so HR managers can easily view diversity metrics within their own store and the local community. This information enables each store to create and maintain a community-based program, and ultimately, these reporting metrics are driving their diversity-based recruiting decisions. “These reports have helped us extrapolate from a store, to a district, to a division where we need to spend our recruiting dollars,” added Spratlin. “The data from our reports can determine what our hiring market looks like and where the greatest diversity gap might be.”

The Peopleclick Authoria CAAMS reporting platform has also helped minimize the administrative work for HR managers and recruiters, while ensuring accurate and complete affirmative action plans and easy to understand diversity metrics. With Peopleclick Authoria CAAMS reporting, The Home Depot is able to create customized reports, helping HR managers proactively monitor compliance and measure their progress toward diversity goals. “The simplicity and the flexibility of reporting is such a huge component of the Peopleclick Authoria solution,” added Spratlin. “The plans we use have helped us go from 0-to-100 miles an hour in a short amount of time.”

The Results

The Peopleclick Authoria solution has also helped to strengthen the partnership between The Home Depot, the Office of Federal Contract Compliance Programs (OFCCP) and the Department of Labor (DOL). “We are able to successfully demonstrate our compliance and diversity efforts to the OFCCP with confidence and success,” added Spratlin. “Our relationship with Peopleclick Authoria is truly a partnership in every way, because they are a huge factor in the success of our compliance program.”

In the beginning, The Home Depot selected Peopleclick Authoria to become a compliant organization, but in the end, the Peopleclick Authoria relationship was leveraged to achieve multiple objectives within their organization. The retailer was able to achieve full compliance while on an aggressive time frame, and the partnership with Peopleclick Authoria has resulted in improved diversity awareness and a cultural transformation for every store. Also, now that The Home Depot is a compliant organization, they are able to obtain more government spend, which is a strong new source of revenue. “We partnered with Peopleclick Authoria to ensure compliance and create a diverse workforce, but in the end, it has accomplished more than we could ever imagine,” said Spratlin.

**Peopleclick
Authoria**

Workforce Compliance & Diversity Headquarters
Waterway Tower, Suite 1000
433 E. Las Colinas Boulevard
Irving, TX 75039
800.782.1818, Option 3
www.peopleclickauthoria.com