

# A Change of Mindset Leads to Greater Profitability

## Overview

### The need

ProStaff Solutions found themselves with plenty of customers, however they weren't experiencing the profitability they had expected. Their challenges centered around three specific issues:

- Profitability
- Receivables management
- Workers compensation expenses

### The solution

TRICOM worked with ProStaff and assessed their customer portfolio one-by-one. With the use of TRICOM's Detailed Gross Profit Report, ProStaff was able to re-evaluate their profit margins and client base. In addition, ProStaff began working with TRICOM's Receivables Management team with impressive results, greatly reducing their AR turn. TRICOM's comprehensive workers compensation reporting helped identify their actual liability. This also allowed TRICOM to connect ProStaff with a new insurance broker.

### The benefit

With profitability reaching new heights and a renewed perspective on their business, ProStaff was able to focus on growth with great success. They've grown 15-20 percent each year since they began working with TRICOM. Plus, their compliance worries are over, allowing them to focus on their customers (and sleep easier at night).

*From markups, to how to approach clients, to compliance, and more, TRICOM helped a staffing company transform how they do business and forge a new path to growth.*

ProStaff Solutions has offices in Woodbridge, Elizabeth, Union City, Passaic, Perth Amboy, New Brunswick, NJ and Philadelphia, PA. Juan Diaz, President / CEO, and his team strive to bring the right people to the right job every time. Juan believes that success depends on personal integrity and honesty – that these values are at the heart of the business.

### Profitability Threatened Business Success

When Juan reached out to TRICOM, he had worked with the TRICOM team once before when he was employed at a different company. "I always had a good impression of the company," Juan explains. This time when Juan contacted TRICOM, it was as the owner of his own staffing company. He was experiencing some difficulties. "Definitely the company was in pretty bad shape in terms of profitability. Overall we weren't experiencing much success," explains Juan.

Julie Ann Blazei, TRICOM President / CEO knew that TRICOM could help. "Juan was experiencing below-average profitability. We knew that with our comprehensive Staffing Executive Business Suite of services we could identify the key issues and develop a plan that would help his company achieve their goals."

Juan immediately felt the change when he began working with TRICOM. "They walked me through the whole process. They were welcoming. I really felt that they cared about getting my company back on track."

Julie Ann and Rick Gehrke, TRICOM's Director of Cash Management and COO, worked with Juan customer-by customer, using the Detailed Gross Profit Report to re-evaluate their customer portfolio. The Detailed Gross Profit Report takes into account all the expenses associated with each placement and calculates the gross profit margin per placement. "In the beginning, we were just giving out markups and not even considering all the costs associated with each placement," explains Juan.

The Detailed Gross Profit Report is just one of the tools within TRICOM's Staffing Executive Business Suite. Since the unprecedented amount of data available to business owners and executives can be overwhelming, the Staffing Executive Business Suite contains the most critical data and information staffing executives need to make the best decisions for their business.

### A new mindset brings renewed growth

Because of the way ProStaff now assesses new customers, they are able to better analyze and select the appropriate types of customers for their business at rates that are profitable. The results have been dramatic.

---

*“Being a staffing company owner is obviously very, very stressful, and I can tell you that TRICOM eliminates a tremendous amount of that. The everyday fires to put out, things that you’re not even thinking of, they already are. They’re on top of things. They really do save a lot of time and stress.”*

— Daralee Campoli, Director of Operations, ProStaff Solutions



To view this and other TRICOM case studies describing how TRICOM has helped other staffing companies, visit <http://www.tricom.com/case-studies>.

---



TRICOM offers a full line of staffing administrative and financial services unmatched by any other provider. By offering consolidation of data and a Staffing Executive Business Suite, coupled with our unparalleled staff expertise, our services allow staffing owners to focus on growth — without worrying about compliance, billing, payroll, or other issues that keep them up at night.

To learn more about how TRICOM may be able to help your staffing company with any administrative or financial needs, please contact us at **888-4-TRICOM** (487-4266) or visit [www.TRICOM.com](http://www.TRICOM.com).

“We’ve experienced 15 to 20 percent growth every year since we started with TRICOM,” shares Juan. “Of course, it’s because of their recommendations on the way we should pick clients, how we should markup better with the Detailed Gross Profit Report provided in the beginning. That helped to change our mindset on how to do business, how to approach clients, how to train our sales team as well. So educating us more. That’s one way they’ve helped our success.”

Another component of ProStaff’s challenges was their receivables management. TRICOM’s Receivables Management is another tool available to TRICOM clients that helps shorten the receivables time frame while strengthening cash flow – all with a focus on professionalism and service. Daralee Campoli, ProStaff Director of Operations, explains, “Before, we couldn’t really get a grasp on things like who’s paying late.” Daralee works with TRICOM’s Receivables Management team, led by Amanda Jadro. “Amanda and everyone on her team is very hands-on. They contact our clients in a timely manner... It’s so organized and the communication now is amazing. It saves us a lot of time (time is money, of course), and we’re getting paid quicker.”

Juan agrees. “Amanda and her team are great. What I really love is that it feels like TRICOM is a part of the company, in that my clients believe that Amanda and her team are part of ProStaff. It’s important that TRICOM’s team has that connection with my clients.”

### Compliance (and sleeping better at night)

In the past, ProStaff had escalating workers compensation costs. This was due to the lack of a formal evaluation process when selecting customers, resulting in high costs and low profitability. TRICOM provides clients with unparalleled, comprehensive workers compensation reporting, which enables clients to identify their actual liability related to workers compensation. This proved to be an invaluable resource for ProStaff. TRICOM was also able to connect ProStaff with a trusted insurance provider, as well as ensure their premiums are now accurate.

Daralee explains, “That’s actually huge for us, because TRICOM works together with Assurance. They worked on getting us the best possible workers comp insurance. Lori at TRICOM handles the reporting we need and submits everything. It has been great.”

The impact has gone beyond a financial one at ProStaff. “I think the best way I can describe it is that I can go to bed at night and have a good night’s sleep. I know we’re doing everything the way we’re supposed to in terms of payroll and taxes. I don’t really get involved much because I know TRICOM has their team dedicated to that,” says Juan.

Juan continues to see a bright future with TRICOM. “It’s been tremendous. The great customer service, their processes and reporting, combined with experience that TRICOM has and all the connections they have in the staffing market really helped us a lot. Our profitability is great. It’s been really a great experience. TRICOM is a great partner. They’re experienced and professional. It’s something that is very rare and hard to find. That’s what I always tell an owner that I come across.”