

## SUCCESS STORY

# The Sweet Smell of Talent Success

One of the world's largest fragrance distributors builds a complete talent lifecycle with ClearCo



## About the Customer



Delivering name-brand fragrances and cosmetics to retailers and consumers around the globe, The PCA Group of Companies has established itself as a logistics powerhouse. In addition to their distribution capabilities, The PCA Group also manufactures and licenses some fragrances, and even boasts their own digital marketing team, offering a complete vertically-integrated platform. This success is the caper to an incredible growth story.

*"The organization eight years ago had about 55 employees, but fast forward to today, we're a workforce of close to 1500. We're transitioning away from a PEO structure and really looking at how we can bring all HR functions in-house." - Jim Collier, VP of Human Resources*

## The Challenge

Due to its rapid growth, The PCA Group needed to continually hire, especially for hard-to-fill entry-level positions. And as a company who believes in developing internal talent to fill management and leadership roles, they also needed a comprehensive performance and engagement platform. Most importantly, they needed a system that could give them the power to automate their HR processes and the flexibility to adjust to rapid industry changes.

*"When COVID hit, we pivoted to an e-commerce platform. Now we're looking to re-engage with brick-and-mortar establishments, and ClearCo gives me the ability to shift." - Jim Collier, VP of Human Resources*



The PCA Group manages the distribution of some of the biggest names in fragrances and cosmetics to 75 countries around the world.



**"No longer having to use outside resources to recruit candidates shows not only how efficient our company can be, but it shows how fiscally responsible we are as an HR team. We're saving money by not having to pay sourcing fees."**

### Jim Collier

Vice President of Human Resources,  
The PCA Group



“ClearCo gives me the ability to take these people who have grown within the organization and give them tools they’ve never had before. And it does it in a way where it is not overwhelming, steering them in the proper direction while they learn. It’s just a wonderful tool.”

**Jim Collier**

Vice President of Human Resources, The PCA Group

“ClearCo rolled out Surveys, and there are wonderful premade surveys in there for everything from employee retention through benefits. But I can also customize a survey to meet the needs of my business.” - Jim Collier, VP of Human Resources

## The Solution

For The PCA Group, ClearCo was the obvious choice. ClearCo’s ability to manage the full employee life cycle from the first application, to onboarding, to tracking performance and career development allowed The PCA Group to create what they describe as a “living journal” for every employee. They could capture every success and every opportunity for growth utilizing shared candidate notes, employee goal updates, comprehensive performance reviews, and even critical employee feedback with ClearCo Surveys.

The PCA Group quickly adopted automation and time-saving features like templates for building roles and for email and text communications. They easily duplicated and adjusted onboarding packets to match every state in which they were hiring. Industry leading integrations with LinkedIn and major calendaring and communications platforms cut multiple steps out of their recruiting process. And with the guidance of their Customer Success Manager, they were able to quickly implement and run both standard and 360-degree performance review cycles.

“ClearCo allows me to move at the speed of the labor force whether it’s utilizing different communication tools like texting, skipping steps of the interview process by engaging applicants through a video submission, or keeping that candidate in the process by leveraging automatic email templates.”

- Jim Collier, VP of Human Resources

## The Results

ClearCo has helped The PCA Group keep up with hiring, onboarding, and performance management in an increasingly competitive landscape. They’re able to secure top talent and develop that talent into future leaders; a critical need for a company with four Vice Presidents who began their careers in The PCA Group’s warehouse. Most importantly, they’re able to watch the entire process unfold for every employee in one comprehensive talent platform, backed by ClearCo’s award-winning customer service.

“My Customer Success Manager was phenomenal. She not only helped guide us through ClearCo and how to utilize it properly, but she saved time for me because I was able to stay with one platform rather than seeking out multiple platforms to do various tasks.” - Jim Collier, VP of Human Resources



**With ClearCo, The PCA Group efficiently runs HR processes across the candidate and employee lifecycle for its 1000+ U.S. employees with only three full-time HR employees.**

## The ClearCo Difference:

“The PCA Group has been able to build a large, thriving business without massively expanding their HR staff. We love providing clients with the tools and best practices they need to automate and simplify their processes, and we’re proud to partner with The PCA Group as they continue to bring the biggest beauty brands to consumers around the world.”

**Christine Rose**

Chief Customer Officer,  
ClearCo

