

Company Name:
Flowroute

Location:
Seattle

Company Size:
1-50 employees

Industry:
Telecommunications

People Ops Case Study

How Flowroute Partnered with Reverb to Help Them Achieve Their HR Strategy



Reverb partnered with Flowroute to create and implement a full suite of Human Resources programs which helped the company build their own internal HR team. The culture and processes created through this work helped them scale until they were acquired by a private equity backed multi-billion-dollar company.



CHALLENGE:

Flowroute is a cloud-based communications platform which was beginning to see significant accelerated growth. The CEO, Eric Harber, realized that Flowroute needed expertise in designing the people infrastructure since the company had no in-house human resources and approximately 50 employees.

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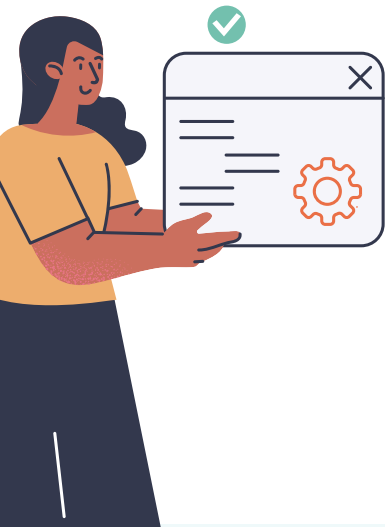
SOLUTION:

Eric reached out to Reverb and appreciated the flexible approach to helping clients with what they needed versus taking a prescribed “you should do this” style.

He also liked the consultant chosen for the project due to her personality, and experience in both large and small high-tech companies.

Over the subsequent ~18 months, Reverb’s consultant partnered with Eric, the executive team, and employees to create and implement a full suite of Human Resources programs. This included a performance management program, an interviewer guide and company-wide interviewer training, recruiting metrics, an employee referral program, an onboarding process, an annual compensation review, a sales compensation approach, and annual employee survey.

The consultant also suggested grooming Flowroute’s temporary HR generalist to become their full-time HR lead. While the generalist had limited experience, the Reverb consultant, along with the leaders, felt that she had great potential. Reverb’s consultant and the HR generalist worked side by side on the company’s HR initiatives, complicated employee relations, and company realignment situations.



RESULT:

The HR Generalist was hired as a full-time employee and Reverb’s consultant shifted to an on-call arrangement. This enabled Flowroute’s HR lead to handle day-to-day operations, with an experienced mentor she could contact as needed for more complicated situations. In August 2018, Flowroute sold to an Apollo (NYSE: APO) private equity backed multi-billion-dollar communications and data insights company (Intrado).

“ I value strategic HR with a supporting capability to execute on behalf of the company’s greatest asset – people. A structured approach combining both these elements provides acceleration and scalability to growth companies. Reverb helped us to create and foster this combination. They supplied seasoned HR insight and guidance which proved invaluable. ”

– Eric Harber | CEO, Flowroute