

Case Study Proximo Spirits

Attendance Software, SoftTime Online

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Doris Cuya
HR Manager,
Proximo Spirits



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Proximo Spirits

Proximo Spirits is a privately owned, premium spirits importer based in Jersey City, New Jersey. With just over five years of business, the company's portfolio has already grown to hold twelve premium brands. Proximo Spirits employees over 300 individuals between their New Jersey Headquarters and facilities in Indian, Canada as well as representatives located throughout the US.

Proximo, translated as “next” in Spanish, is the next major producer of innovative spirits marketing and new product development. The company continues to develop strong relationships with distributor partners in the US and internationally.

The Challenge: Automate vacation tracking for a fast-growing company

Doris Cuya, HR Manager, has been with Proximo since its conception in 2009. “Everything was paper based. Everyone submitted requests for vacation time via paper,” Cuya notes. Since they had employees spread out all over the United States, each employee would have to handwrite vacation time and scan it in to send to her. It was a tedious, time consuming process and one they quickly outgrew.

The Solution

The President of the company had used SoftTime attendance software at another company he was with and suggested they look into it for Proximo Spirits. Cuya did the research and then decided to move forward with SoftTime SQL edition and since moving to the most-popular cloud based edition known as SoftTime Online (STO). “The President likes the latest of the latest for the company and STO provided that.”

Streamlining the process

After implementation, the benefits the attendance software provided quickly became clear to Cuya. She states, “we were growing so

rapidly, it made it a lot easier for employees to go online and submit requests; and managers, from their emails, could just approve it.”

Not only was it easier for employees, but the vacation tracking software helped streamline Cuya's workload as well, “now we have these reports and I don't have to type in and keep track of everything manually. In Excel, I would have to copy and paste items to create each team report, now managers can go in themselves and export their own reports.”

Flexibility

Cuya made the most of the flexibility that SoftTime Online provides, “(STO) gave us the flexibility to create account names that suited us best. I utilize reports quite a lot as well; a great feature. The Year-to-date report that was recently enhanced offers a nice 12-month look at a calendar and what has been approved. You can manipulate the report to put in what you want to see; it's very flexible.”

Continuing Education

While SoftTime Online has video tutorials for every feature built into the software, Cuya takes it a step further and incorporates the attendance Software into the quarterly training sessions that she conducts for her company. “I conduct training sessions to refresh people's memories and update them on changes to STO and to orient new hires.” Cuya can easily track new changes within the attendance software as they are posted in SoftTime Online's Message of the day. “I really like the Message of the Day. I love the fact that I get instant notification of recent additions. It's one of the great new things about the software.”

Conclusion

Proximo Spirits found an attendance tracking software that could accommodate their rapid growth, multiple locations and a variety of employee types. SoftTime Online provided easier access for managers, customizable reporting features in an easy-to-use interface.