

SendGrid Delivers a Perfectly Coordinated Employee Onboarding Experience with Parklet

Parklet

The People Operations team at SendGrid wanted to create a comprehensive onboarding program to welcome new employees to the company, but they were struggling to coordinate multiple people and departments. With Parklet's help, they implemented a 100-day onboarding plan, created a central communication hub where new hire FAQs and pre-boarding tasks could be easily accessed, and built a streamlined system that ensured a consistent experience for all new employees.

54%

of company onboarded with Parklet

10

People involved in typical onboarding workflow

101

onboarding tasks completed per new hire on average

The Challenges

Emily Staebell, People Operations Generalist at SendGrid, was frustrated with the lack of automation when pre-boarding and onboarding new employees: "Pre-Parklet, we had a number of onboarding coordination pain points—everything from organizing new hire information to task management across multiple stakeholder groups." It was a challenge to coordinate tasks and communicate information with multiple people and departments and ensure that nothing—and no one—fell through the cracks. Even though the People Operations team had a well-documented process, every step had to be completed manually, which made it extremely time-consuming.

But their concerns were not limited to internal inefficiencies and miscommunications—Emily and the rest of the People Operations team were looking for a way to communicate and share information with new hires prior to their start date at SendGrid: "We looked for a platform that could solve for those pain points, provide an exciting new hire experience, and be the place where employees could log in and see first day information, location, who their manager and team are, connect with coworkers, and view company information."

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The Solution

Emily was searching for an onboarding tool that would make life easier for the entire People Operations team while also helping new hires receive a warm welcome to SendGrid. Parklet helped her to achieve all that and more.

Emily quickly realized how simple it was to use Parklet's onboarding workflow to create templates for onboarding new employees. Think of everything that needs to be accomplished before someone's start date, both by SendGrid and the new hire. (It's a pretty long list—an average of 101 tasks per new employee!) Parklet automatically notifies the person who's responsible for each task, and Emily and other admins can see outstanding items in one simple dashboard. It's no longer necessary to worry about who's doing what (and when), because it's all tracked right there in Parklet.

But the benefits aren't just for the People Operations team and other employees involved in onboarding—every new hire receives a set of tasks to complete before their first day on the job. "Completing tasks is super gratifying and ensures clear expectations," explains Emily.

Since employees get access to Parklet before their first day, they can access company Pages to learn about SendGrid's history, culture, and policies—and to familiarize themselves with the people they'll soon be working with.

SendGrid uses Parklet to assign new hires tasks ranging from requesting computer setup and filling out direct deposit information to learning how to describe the company to becoming familiar with the employee handbook. This means that when employees show up to SendGrid on their first day, there's no confusion about where to go or what to do. "Parklet helps ease first day jitters and increase new hire confidence."



The Results

SendGrid has built a comprehensive pre-boarding and onboarding program that's stress-free for internal stakeholders and new hires. The People Operations team used Parklet to streamline time-consuming manual tasks, freeing up time to focus on strategic initiatives like consolidating onboarding to specific sessions each month and building support that extends throughout an employee's first 100 days. New hires and established employees alike know that Parklet is the place to connect with their coworkers and discover company information.



*“New hires **love** using Parklet. In fact, it is a top contender for things they've enjoyed most throughout their onboarding experience.”*



About SendGrid

SendGrid eliminates the complexity of sending email, saving time and money, while providing reliable delivery to the inbox. With over a decade of thought-leadership backed by a stellar record of delivering email, SendGrid is climbing to new heights.

*To learn more about Parklet's Employee Onboarding and Engagement solutions, contact our **sales team**.*

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