

AXIOS HRSM : ATTRACT.
: RETAIN.
: DEVELOP.

Next Creative Co. Case Study

Who is Next?



Rich Evenhouse
President & Digital Director



Tim Hackney
Partner & Creative Director



Lyndsie Post
Account Manager



Kevin Deane
Account Manager



Katy Johnson
Content and Copywriting



Aaron McCall
Art Director

Location

A stylish office perched just above Our Brewing Company on 8th St. in downtown Holland.

Clients

Next has worked with clients that are deeply embedded in the West Michigan community including Haworth, Blue Ridge Landscaping, Alpen Rose, Spring Lake Public Schools and many more. They have also worked with clients internationally, creating stunning videos to feature the resort-like atmosphere of Montecito Beach Village. [See more work.](#)

History

Tim and Rich launched Next Creative Co. in 2017, and recently celebrated their 1st birthday!

Their Goals

#1 Grow the business

From the beginning, Tim and Rich wanted to offload their administrative burdens to a local partner. Neither partner has a background in HR, accounting or other administrative functions. Additionally, both partners wanted to focus on growing the business. By focusing on serving their clients and developing new relationships, Tim and Rich could accomplish their goals and avoid the stress of administrative burdens.

Rich and Tim also needed to be able to outsource these services in a way that was affordable and aligned with their company's cash flow.

What specific services and support did Next need?

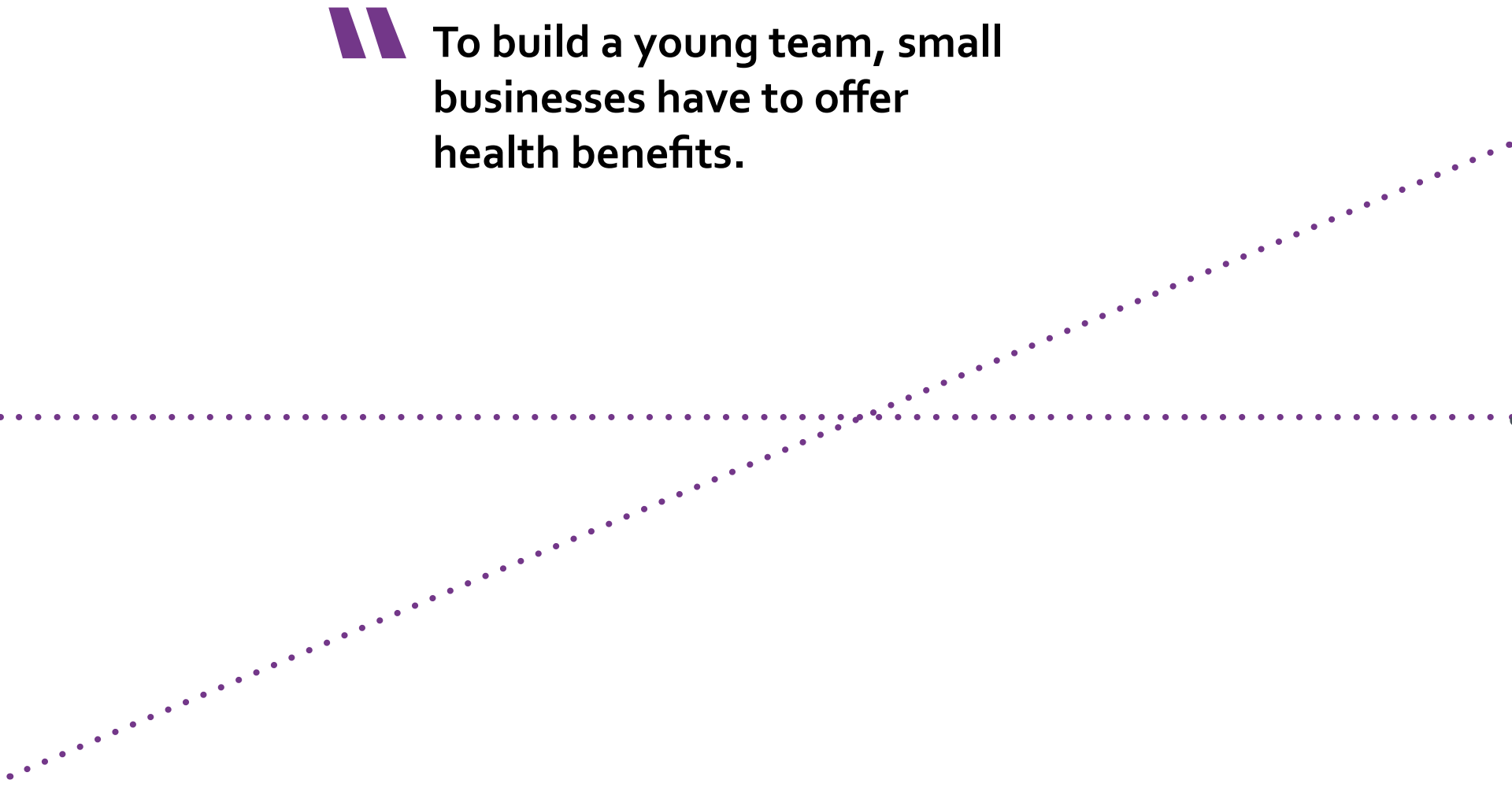
- Affordable health insurance options
- Benefits management
- Administrative offloading of payroll and other back office functions (including 401k management)
- Access to the Axios team for any HR questions and support

#2 Attract the Right Talent

Rich and Tim wanted to attract the right talent to their business. For them, the best talent has the right education, experience and creative capabilities. Attracting and retaining that talent requires a breadth of offerings (in addition to a competitive salary) that most small companies struggle to provide.

To build a young team, small businesses typically have to offer health benefits for those leaving their parent's plan. However, those with families or who are further along in their career are often looking for different options.

Next needed strategies for sorting out the benefits marketplace and knowing which plans to offer.



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#3 Focus on Creative Excellence

Outsourcing has helped Next truly deliver industry-leading results. They've added more team members and clients over the past year, even doing a little work for Axios HR along the way.

To hear more from Tim
and Rich directly, watch
our recent webinar with
them here



**NEXT
CREATIVE
CO**

Our 5 C's Solution for Next

#1 Cost



Axios HR's services helped Next manage their cash flow, which is crucial in the early startup stages. Overall, the cost for Next's co-employment arrangement is much less expensive and much easier than on-boarding a full-time HR employee.

#2 Compliance



Axios HR is available to help Next with proper documentation, record-keeping, regulatory compliance, handbook development, policy creation, and much more.

#3 Care



Next's employees have access to our slick HRIS portal and a dedicated Axios HR team member. Through this portal, employees can view their benefits, paycheck information, PTO balances, and many of the other offerings that are available as part of the co-employment arrangement.

#4 Competitive



By partnering with Axios HR, Next has been able to offer competitive benefits from day 1. This has provided a HUGE advantage in attracting the talent they need to grow their business and delight their clients.

#5 Culture



With the right team in place, Next has successfully built a culture dedicated to creative excellence while having a lot of fun along the way.

What could our 5's solution look like for you? Let's talk.

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