



# Meeting increased demand with automation and integration

## About Quantum Installation Group

Quantum is a full-service project implementation company, performing a wide range of in-store field services for retailers, brands, fixture manufacturers, and government agencies. The company's services include: High velocity fixture deployments, graphic, décor, fixture, millwork installations, interior construction, and material handling and maintenance programs. Quantum's specialty is creating processes, managing teams and communicating progress to implement multi-site projects on tight schedules.

With expertise in new stores, remodels, refreshes and rollouts, Quantum provides nationwide union and non-union installation and construction services for retailers and brands.

Based in Marietta, Georgia, Quantum (formerly part of Pivotal Retail) employs approximately 150 full-time experts in addition to thousands of independent contractors. For more information, please visit [www.quantuminstall.com](http://www.quantuminstall.com).

## The challenge

Quantum was experiencing a surge in growth of their business. The management team realized that in order to keep growing, they needed to tap into an extended workforce of independent contractors to supplement their full-time staff. They also recognized that the nature of their business would continue to have variable volumes. With a need to ramp up and down as needed, as well as access to additional workers across geographies, they began looking at technology to help them manage this extended workforce.

One consideration in choosing a solution was access to a flexible platform that would allow them to bring their existing and trusted relationships and also allow them to recruit and onboard new freelancers. Quantum recognized that these contingent workers were the key to their fluctuating project volumes. As stated by Quantum's Business Analyst Alin Mihalcea, "we needed to equalize the demand for labor."

Another consideration was the desire to automate previously manual processes to achieve faster and more accurate results. Prior to using WorkMarket, Quantum was using Quick Base and a home-grown database of independent contractors. There was a great deal of manual processes to maintain multiple data sources causing a lot of duplicate data entry. This process was prone to errors during re-keying.



## About the client



### Company:

Quantum Installation Group



### Website:

[quantuminstall.com](http://quantuminstall.com)



We can't afford to get work orders wrong. Our customers are depending on us to show up on the right day and time. In many cases, they have opened a site especially for us and we can't get that wrong. One missed visit is a huge deal."

**Alin Mihalcea,**  
Business Analyst



A final and critical consideration was the ability to integrate with their existing IT infrastructure. It was essential for the organization to not only continue using current tools such as Quick Base, but also to have the new platform seamlessly integrated with it. It was taking an average of 72 hours to finalize worker assignments, encumbering the ability to serve clients at the speed Quantum desired. Integration could resolve multiple challenges and improve speed of service.

## The solution

After evaluating their options, Quantum made the decision to use WorkMarket since it gave them an end-to-end solution for talent management, integration and automation. Initially, Quantum started with its own extended workforce since these were already trusted workers. Over time, they began to utilize WorkMarket's labor clouds to bring in new workers and use the technology to help them vet the talent in an automated and scalable manner.

A major milestone was the integration between Quick Base and WorkMarket, fully automating the project management workflows. Project Managers can now place a work order in Quick Base, choose WorkMarket as the vendor, and save the order. This triggers the backend integration with WorkMarket to manage the work assignments and payments.

Since completing the integration, Quantum has seen significant adoption of WorkMarket, driving regular use of the platform for creating and managing assignments. In addition to project managers, finance uses WorkMarket to more easily track project details including costs for budgeting purposes. The strong reporting capabilities have been beneficial for management throughout the company.



**Quantum's advice to others is to simply start using WorkMarket. "The more you use it, the more users will like it and trust it." Alin wishes he had set up integration sooner.**

## The results

Since adding the WorkMarket platform to their business, Quantum has greatly reduced the time to secure and dispatch field workers. In fact, since implementation, the average assignment time has been reduced from 72 hours to minutes.

Quantum has benefited from the access to new freelance resources and worker satisfaction has increased. Alin describes the benefits that WorkMarket has brought to their workers who enjoy "knowing exactly what needs to be done, specific timeframes, and how to process their reports."

Quantum uses WorkMarket labor clouds to identify workers who will be a great fit for large volume jobs involving a series of tasks. They are able to find workers across regions to fulfill these tasks easily. For more complex jobs, Quantum uses a combination of vetted workers, through WorkMarket's automated onboarding and rating system.

Since implementing WorkMarket, Quantum was able to reallocate a formerly dedicated worker who managed all freelance resources. Instead of having to hire another resource, they were able to promote someone who can be utilized for more strategic work and no longer just for extended workforce management administration.



**Alin gives high marks to the entire WorkMarket team that supports his business. He is a big fan of the "built-in chat" feature within Workmarket and uses it to ask questions and get quick replies. He also finds a lot of value in working with his dedicated, U.S. based account manager during their regular meetings.**

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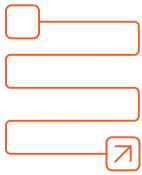
Overall, both the platform and the partnership with WorkMarket have been excellent.”

**Alin Mihalcea,  
Business Analyst**

## Lessons learned

Quantum happily recommends the WorkMarket platform. They have been able to take on more jobs and larger projects thanks to the scalable, end-to-end platform. The integration with Quick Base was much easier than anticipated and if anything, they wish they had completed it even sooner since that was the key to getting more usage out of the solution.

One unexpected and welcome benefit was piece of mind. Alin explains that "overall stress levels have gone down" now that they can bid on, win, and be successful with any project thanks to WorkMarket's ability to find the right labor resources to match any job. Prior to WorkMarket, there was more guesswork and worry about fulfillment and they were not always able to find the ideal number of freelancers needed.



## Why WorkMarket

WorkMarket by ADP is an end-to-end platform that helps you realize the full potential of independent contracting today — so your business can take on tomorrow.

### A single platform for managing your independent contractors

We help you attract, recruit, onboard, manage and pay your independent contractors easily, efficiently and compliantly.



Onboarding & verify



Manage work assignments



Pay



Organize talent



Compliance support



Integration & automation

### Our automated tools and workflows will help you:

- ✓ Attract and retain top-tier talent
- ✓ Engage contractors quickly to meet customer demand
- ✓ Scale your business fast
- ✓ Improve compliance and mitigate risk
- ✓ Gain real-time visibility into your contractor workforce
- ✓ Reduce costs — automated processes save time and money



### Interested in learning more about WorkMarket?

Explore our self-guided demo to see how you can efficiently and compliantly onboard, verify, manage work assignments, and pay your contractors.

[Access interactive demo](#)



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