



## The Power of Partnership: How Customer Support Transformed Laser Electric's HR Tech Experience

When [Laser Electric's](#) Cathie Trautman came on board as HR Manager at the San Diego County-based electrical contractor in 2024, she inherited a patchwork of 10-plus disconnected systems for 130-180 employees. It was managing documents through Box, performance reviews were conducted via SurveyMonkey and hiring records were spread across systems. The company needed consolidation, but more importantly, they needed support to make the transition successful.

Arcoro delivered a customer service experience that turned a complex digital transformation into a partnership that continues to deliver value long after the initial implementation of Arcoro's HR platform.

### A Partner Who Understands Electrical Contractors

While Cathie appreciated the user experience of other solutions she's used in past, Arcoro's construction industry expertise proved to be the deciding factor.

"I've had a lot of experience with Bamboo. I love the platform, but we went with Arcoro because they had the construction experience we were looking for," she explained.

For a C10 electrical contractor managing multiple divisions, fluctuating workforce needs and state-specific compliance needs, that industry experience was invaluable. Arcoro understood the unique compliance landscape, certification tracking requirements and multi-site workforce management challenges that general-purpose HRIS platforms often overlook.

With Arcoro, Laser Electric was able to consolidate their HR stack, reducing the number of systems from double digits to just two or three. It was a big win for employees who were frustrated using several different logins.

But the biggest differentiator between Arcoro and other solutions was its dedication to customer support.

### By the Numbers



100% Digital transformation from entirely paper-based to fully consolidated digital HR platform



3X+ Reduction in platforms used, simplifying employee access



1 Unified HRIS replacing Box, SurveyMonkey, and other disconnected tools



99% Customer satisfaction with support responsiveness and resolution



5 Key compliance reports ACA, VETS, and other reporting now automated in one system

### Why Customer Support Makes All the Difference

"They're very responsive with the office hours and emails; so helpful. I would say 99% of the time the person really wants to help us get to a resolution. I love the customer service aspect of it. It's the best I've ever experienced."

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Megan Stillerman, Arcoro's Chief Customer Officer, has not been shy about her commitment to providing transformational customer support and a better overall customer experience for leaders like Cathie.

"When Megan came on last August, we saw a big uptick in customer support. We had a lot more help than just, 'Here's a link to a website that you can look at and get some information.'"

This level of customer support went above and beyond to help Cathie get the most from Arcoro's solutions.

### Starting with Implementation and Building from There

The implementation process set the tone for the partnership. Led by Josine White and Mitch Frederick, the extended support proved critical as Laser Electric implemented the entire Arcoro Platform.

"They were amazing," Cathie said. "They pulled us through implementation and then they didn't just drop me. Josine and Mitch stayed with me for a few months because there were a lot of tweaks and things that we needed."

Her favorite products are Core HR, Applicant Tracking, Performance Management and workflow automation, sharing. "All of those are super helpful to have under one umbrella. Many of the HR systems out there don't offer all of that within one system."

Arcoro's platform has also helped streamline compliance and benefits management. "My yearly reporting for ACA, EEO-1 and VETS, it is all in Arcoro," she said. "A huge improvement over what I walked into."

### The Results: Streamlined Systems and Peace of Mind

Today, Laser Electric has transformed from a company juggling 10-plus platforms into an organization running streamlined HR operations on just two to three systems. Employees no longer struggle with multiple logins, and Cathie has the integrated tools she needs, all under one umbrella.

"It's really the people at Arcoro who keep me satisfied," she said. "I like the support I get. The direction I see Arcoro going is exciting. It wasn't just implement and disappear; the Arcoro Team has been there every step of the way."

For Laser Electric, choosing the right HR technology platform was about finding a partner who understood construction, delivered responsive support, and stayed committed to their success long after the contract was signed. That's the power of true partnership.