



How Airtasker saves hours of admin time every month using Bob’s automation and people analytics

Airtasker is a publicly-traded online marketplace that connects people who need to outsource tasks and find local services with people who are looking to earn money and are ready to work, and the company has big ambitions. Based in Sydney, Australia, Airtasker saw its headcount skyrocket in 2022 when it acquired one of Australia’s largest service providers, Oneflare, and expanded outside of Australia into the United States and the United Kingdom. Until recently, Airtasker used Google Docs, Google Sheets, Dropbox, and a host of other tools for conducting HR processes. The problem was that these tools didn’t communicate with each other and weren’t efficient. They understood that they needed to **implement an HRIS** to automate and streamline their HR processes such as onboarding and offboarding and provide a personalized experience for their people, while also saving time on the admin side. With two HR platforms under consideration, Airtasker chose Bob as they loved its fun vibe, which was a good fit with their company culture. They haven’t looked back.

	Founded in 2012	What they do Online marketplace
	Headquarters Sydney, Australia	In a nutshell Airtasker’s mission is to empower people to realize the full value of their skills through a two-way marketplace that connects talented people with customers who need them.
	Employees 225	
	Sites 4	

Creating a winning employee experience, from onboarding to offboarding

Following an IPO in March 2022 and an acquisition that saw more than 100 employees added to its headcount, Airtasker knew it was time to update the tools it uses to manage people. Before introducing Bob, everything from pay reviews to onboarding, reporting, and celebrating key milestones was facilitated using tools such as **Google Suite**, Dropbox, and point solutions that didn’t speak to each other and was time-consuming.

Before implementing Bob, it took the HR team at least five hours of admin time to onboard new staff, including manually sending out forms, following up, and entering data into their spreadsheets. Now with Bob, the process has been cut down to just 20 minutes. Airtasker’s HR team has set up onboarding workflows in Bob where everything is automated, ensuring that no detail is overlooked. As part of their onboarding workflow, each new hire receives an email on signing with the company, and then someone from HR reaches out before their start date to check in and answer any questions they may have. On their first day, all new hires receive a welcome email and have one-on-one intro meetings with different stakeholders in the company already set up in their calendars. By **automating onboarding tasks** this way, Airtasker ensures that everyone has a positive and personalized onboarding experience that reflects their warm company culture. Bob also helps Airtasker’s people celebrate milestones such as anniversaries and birthdays by alerting managers and teams, which has positively impacted employee wellbeing and the sense of belonging.

“*Onboarding on Bob has saved us so much time! Even reminders for managers like anniversaries and birthdays are now completely automated, which has reduced our overall cognitive load as a team. The analytics features have also been amazing—this has been the most impactful in terms of how we draw insights from our people data to now be even more strategic and proactive in our decision making.*”

Christine Luo
People Experience Specialist, Airtasker

Supercharging reporting and insights across teams

As a publicly-listed company, Airtasker is required to share information on demographics and other people data. When they saved this data in Google Sheets, it was prone to manual errors, and although they were able to track change history, this took time and effort. Bob has allowed the team to more easily access data and trust that the information is accurate and up to date.

Bob has also revolutionized how Airtasker’s CHRO prepares and shares data for monthly board meetings. Using Bob, she has a visual **dashboard** showing a clear picture of real-time data such as headcount, demographics, salaries, and tenure. She can also see data on attrition rates, new hires, and headcount splits, which are crucial for making important decisions for the company. Having this data at their fingertips, rather than pulling it manually from various sources, has saved the team hours, enabling them to dedicate themselves to other important initiatives and projects across the organization. Bob’s analytics also provides Airtasker with the data needed to report to agencies such as the Workplace Gender Equality Agency (WGEA), which without a modern HRIS, would take hours of sorting through spreadsheets and other data sources.

The finance team has also seen huge benefits from Bob. Now they can quickly produce financial reports that compare data such as salaries across different periods, list additional employee entitlements, or **track annual leave balances** and create auto-generated reports at a set cadence, such as once per month. This self-serve capability has given them back hours and dramatically reduced their mental load while reducing the need to go through the HR team to receive information.

Main takeaways

- Bob’s onboarding workflows save Airtasker hours of preparation time while still providing a high-quality and personalized experience for their new hires.
- Bob’s People Analytics enables Airtasker’s HR to easily access people data and **KPIs** to present to key stakeholders and decision-makers and for compliance purposes.
- Bob helps Airtasker’s managers easily keep track of key employee milestones such as birthdays and anniversaries to scale the effort of the HR team while maintaining an environment of care and belonging for the organization.

Airtasker’s favorite Bob features

<p>Onboarding</p> <p>Make a great first impression for your new hires</p>	<p>Core HR</p> <p>Manage HR, automate processes and build culture</p>	<p>People Analytics</p> <p>View insights and track people analytics trends</p>
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Airtasker’s workflow integrations

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