

Case study

# The DVI Group finds trustworthy HR partner who helps them continue to grow

The DVI Group was founded by Matthew Lopes in 2000 and recognized as one of the Inc. 5000 — Inc. Magazine’s Fastest-Growing Private Companies.

## CEO’S VISION EXPANDS AND FINDS VALUE IN OUTSOURCING HR RESPONSIBILITIES

Lopes spent nearly a decade in healthcare doing consulting work before he decided to follow his passion for video production and start his dream business.

Now, his fast-growing strategic communications agency designs and produces custom video content for HR, marketing and learning teams for a wide variety of businesses including UPS, AT&T and Delta Airlines. DVI is dedicated to helping their clients solve business challenges through collaboration and creativity.

His efforts have certainly paid off. Today, DVI produces top-ranked videos and has received 65 industry awards. They have developed a patent-pending video training system designed specifically for training future aviators. The company’s sustained success has brought new growth. They hired seven new employees last year and won a highly competitive federal contract. They are also preparing for a significant expansion that includes offering clients interactive and personalized video solutions.

### CLIENT

The DVI Group

### NUMBER OF EMPLOYEES

3 – 30

### LOCATION

Atlanta, GA

### INDUSTRY

Arts, entertainment and recreation

### CLIENT SINCE

2018

### SERVICES USED

Human capital management

Performance management

Time and attendance

Employment screening

Recruiting services

Retirement services

### OVERVIEW

HR outsourcing enhances The DVI Group’s ability to deliver for their clients, service existing employees and recruit top talent.



The  
**DVI**  
Group

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Mathew Lopes  
Founder & CEO  
The DVI Group

### **THE CHALLENGE: OVERWHELMED WITH HR WORKLOAD**

After more than a decade of steady success, DVI’s workforce began growing rapidly. The caliber and complexity of the exciting new projects they were launching, particularly in the aviation industry, demanded time, focus and strategy. While the demand for human resources was expanding, DVI was struggling to meet that need.

“Everything was firing on all cylinders, and it was time,” says Lopes. “We were growing where I couldn’t even handle requests for time-off and managing all the different things that come with a growing workforce.”

Lopes knew they needed to build a more robust HR strategy and that they couldn’t do it alone. In addition to the challenge of managing the administrative burden, he was concerned the lack of an HR partner might impede their ability to recruit new talent. The company needed to attract a new set of employees with a specific level of talent and skill.

Having struggled for a long time with HMO plans and other offerings, DVI needed help crafting more competitive benefits to grow and level up their workforce. “Had I known about the PEO model earlier, I might have made that decision sooner,” says Lopes.

### **THE SOLUTION: A TRUE PARTNERSHIP**

DVI began considering several PEOs. Their main goal was to reduce the administrative burden associated with HR, payroll, benefits, liability, reporting, time tracking, retirement and background screening.

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After interviewing the other HR groups, DVI chose Insperty. Lopes says that Insperty’s commitment to a true strategic HR partnership set them apart from other outsourcing options, and he knew this would follow through to the way Insperty’s team served employees. He had confidence that this partnership would enhance DVI’s ability to deliver services to their clients, help their existing employees and aid in recruiting top talent.

For the past two years, Insperity has played an integral part in helping DVI make fundamental HR improvements. They have developed an employee handbook and employees now benefit from an easy-to-track time-off and vacation policy. Recently, Insperity helped them initiate a variety of learning and performance management programs and compliance measures. Through this online training, DVI's production managers have greatly improved their ability to strategize and communicate on high-value projects for top-tier clients.

"Our annual review process wasn't formalized. Insperity showed us how easy it could be and provided really helpful guidance — down to the very job descriptions," Lopes says. "Now we have a process that's transparent and helps employees have real conversations about where they're going, what they're doing and how they can improve. And they're doing great!"

### **THE RESULTS: CONFIDENCE IN A TRUSTED PARTNERSHIP**

In addition to greater support and less HR headaches, DVI has improved their ability to attract and retain their ideal employees with a more comprehensive benefits package. Now, they're also able to offer a 401(k) plan, a key benefit for DVI's young workforce. Insperity has also helped Lopes and team design a compensation strategy that uses salary surveys and data to create more effective job descriptions and bonus plans.

Lopes says, "We've had an amazing couple of years; we're growing and doing really well. It's all due to our team — and Insperity. They've really helped us bring in and retain some great new talent. Our decision to partner with Insperity back in 2018 at a time of growth in our company has been instrumental in finding the right people and offering them world-class benefits and employee services."

They have also seen an increase in retention and are able to build and support a positive culture internally. DVI's manager of internal culture and team building monitors and continuously reports positive feedback from employees on their performance management process, training and other activities. On top of that, Lopes says a primary proof point is that Insperity feels like their external HR department — a whole team of people to make sure their employees and business is taken care of.

"We trust them. They're good to our employees — all of our employees who have called in have had a positive reaction to an Insperity person," says Lopes.

Finally, Lopes says the Insperity partnership really made a difference during the initial challenges of the COVID-19 pandemic. "Insperity was on top of everything. They were actively seeking and communicating tons of information that we could have never sorted through on our own. It was so nice to know we have a partner helping us understand and meet the demands for federal aid programs — and creating reports that made it so easy for us. When something like this hits, that's where the rubber meets the road and they've really shone through."