



CASE STUDY // STRINGCAN INTERACTIVE



2010
FOUNDED



10
EMPLOYEES



2015
STARTED AS ZENEFITS
CUSTOMER



ESSENTIAL
PEOPLE PLATFORM
TOOLS



HEALTH
BENEFITS



ZENEFITS
PAYROLL



ONBOARDING



TIME OFF

Flexible work policies for a happier, healthier workforce

When it comes to crafting innovative design, StringCan Interactive is ahead of the curve in both digital marketing and progressive people programs. As an agency, this lean team of 10 artfully juggles their clients' many deliverables, but there's a hidden (and essential) ingredient that supports their thriving workplace culture. What's in the secret sauce? It lies in their use of flexible work policies.

Creative agencies are known to be a real grind. Jay Feitlinger, CEO and serial entrepreneur envisioned something different for StringCan. He wanted to build a place where people could thrive in their careers without sacrificing their personal lives.



Learn how you can grow your team with Zenefits

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Treating adults like adults

The definition of flexible work varies from company to company, but for StringCan Interactive, it means trusting employees to take time when they need to maneuver appointments, family commitments, and outside hobbies while still getting their work done on time.

Sarah Hiller, the company's Director of Operations, describes their flexible work policy as something that's "embedded in their culture — and doesn't come with specific rules." During a new hire onboarding with Zenefits, Sarah walks new folks through just how flex time can be utilized, and communication tools that go hand in hand with keeping the team in sync. By encouraging the team to make their own schedule calls, all members of their organization remain happy and humming, all the while being able to sustain passions outside of office doors.

Flexible work in action

Having been at the company for over 2 years, Sarah breathes air into her favorite past time by teaching her yoga class every Tuesday at 3:30 PM. Doing so allows her to find her zen during the work week and in turn, contribute to greater productivity when she's back at her standing desk the following morning. Is she still getting the work done in windows that work for her? "Always!" she exclaims, "we all know what's needed to get our tasks completed on time." And to that we'll say "namaste."



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Implementing a flexible program that works

The underlying element of a successful, productive flexible work policy lies in what Sarah calls "100% trust." By aligning on mediums used for urgent and non-urgent matters, the StringCan family stays in lockstep whether they're sitting next to each other or connecting from afar. When colleagues make use of modified hours, all team members recognize that those are personal choices, and no questions are asked. Due to a smooth onboarding that addresses the meaning of the flexible work policy, everyone at StringCan Interactive remains on the same page from day one.

How Zenefits can help

When supporting a modern workforce, give your team the best tools possible that are accessible, on-the-go and in the palm of their hands. Discover how Zenefits' mobile HR platform equips your progressive workforce with digital tools and employee friendly software that will take your employee experience to the next level. Learn more at www.zenefits.com/