

MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



Infinium Payroll, HR and Staffing offers solutions that enable local businesses the ability to focus on their core competencies while outsourcing some of the responsibilities they may not be experts in. Their mission is to make it easy to be a small business employer and CEO Mike Hayden does just that, with 25 years of experience as an HR professional and countless clients helped over that time.

How deeply has the COVID-19 pandemic affected your business?

Our company is comprised of two divisions, Payroll and HR, and Staffing and Recruiting. Initially, our Payroll division was impacted abruptly, primarily due to the closing of the many restaurants we provide Payroll/HR to. Our average reduction in activity and revenue was about 35%. We were able to reduce hours internally however and stayed in the black without laying off any employees. Our Staffing division was not affected much because 90% of our clients were essential businesses and maintained most of their usual activity. We did notice a slight downward trend but not enough to affect the business much.

Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)?

We applied for the EIDL loan for both the Payroll/HR and Staffing divisions and the PPP loan for the Payroll division. We received a small EIDL grant for the Payroll division, but we were denied the secondary loan. For the Staffing division, we received an EIDL loan offer but not the grant. We were awarded a PPP loan for the Payroll division after some intense effort and good luck, and were able to convert all employees back to full time.

What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?

We have certainly had to adapt to this new situation, both on the pandemic side and the legislative side. Our staff has been consumed with helping our clients manage the complicated issues surrounding FFCRA, CARES act, and the PPP loan process. Additionally, during this time, we have been able to expand our existing Payroll technology to help our clients do more with our platform as they faced their own challenges. We have also been able to develop some wonderful new technology in our staffing division that will provide a new, very affordable recruiting service for small businesses which bridges the gap between inexpensive online recruiting apps and more expensive professional recruiters.



MURRIETA PIVOTS



Do you anticipate that these changes will make it easier to do business with the public going forward?

Yes, because our world will change over the coming months as a result of this pandemic. Technology is nothing new in the payroll world, but small businesses still need close support and a hand to guide them through difficult employment matters. We are increasing the way we use technology but not sacrificing the human side of what we do so that we can serve our small business clients where they need us.

What investments will you need to make going forward to ensure the survival and growth of your business?

We are investing far more into technology than we did before, as well as expanding our marketing platform to offer and distribute our education content to a broader spectrum of small businesses in our region. We will always continue to invest in our people, because they set us apart from our competition.

Briefly, describe the immediate impact that the COVID-19 pandemic had on your business?

Our initial impact was primarily financial as we lost significant revenue immediately. The primary challenge with this, was that our clients needed us more than ever! We had to balance our own internal expenses, staff levels and incoming requests for assistance carefully to be sure we did not sacrifice service or put ourselves in a bad economic situation.

What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?

I would say it's best to use local support in every way possible. I know that besides Infinium HR group, there are other wonderful payroll, HR and staffing companies in our valley that are locally owned and operated, and offer everything the national providers offer, usually for less. Let's support our local businesses so you have people that understand your business and can best support your business. We have a unique region here that has stayed "local" during the 21 years I've been doing business here. We have to continue to support each other whether through good or bad times so we can all enjoy our wonderful lifestyle here in Southwest Riverside County.

To contact Infinium Payroll, HR and Staffing, call (951) 816-6434 or visit their website [here](#).

