

Cvent's Immigration Program Goes From Reactive to Proactive With Envoy

"In a lot of organizations, immigration feels like this highly opaque thing where nobody knows what's going on and it's fraught with difficulties," says Amy Gulati, former manager of HR operations at Cvent. "It's kind of like surprises around every corner."

In the fast-moving tech world, workforce growth is a key indicator of success. Event management solution provider Cvent doubles in size every 18 months, due the growing demand for tech tools at conferences and expos to facilitate networking, lead retrieval, video presentation capabilities and more. To keep up with the expanding needs of its diverse product portfolio, the company brings in employees from around the world to deliver skillsets and sustain their growth.

Since 1999, Cvent has enabled its clients to host more than 100,000 meetings and events with its software suite that manages registration, venue selection, mobile capabilities, email marketing, web surveys and more.

Cvent partnered with Envoy to fulfill its visa petition preparation needs as a means of dealing with the lack of working knowledge of immigration management.

"Previously, I worked with an attorney and now working with Envoy, the difference is like night and day," says Kaitlyn Perkins, senior benefits specialist at Cvent. Perkins explains that a traditional law firm would often respond to her emails in three days. However, through the Envoy Communication Center, attorneys routinely respond within the hour with detailed answers. "Envoy responds with three paragraphs, anticipating my next three questions by giving me a thorough, full-bodied explanation above and beyond anything I may need," she says.

As Cvent now navigates the immigration process the Envoy way, featuring case prep by their four-attorney-led legal team; constant check-ins and assistance from the dedicated customer relationship manager; and complete employee case assistance from the customer support team.

The Cvent logo, consisting of the word 'cvent' in a lowercase, sans-serif font, with the 'c' in blue and the rest in black. It is enclosed in a thin, light-colored circular border.

About the Company

Background

Cvent is a leading event management technology company. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, email marketing and web surveys. Cvent provides hoteliers with an integrated platform, enabling properties to increase group business demand through targeted advertising and improve conversion through proprietary demand management and business intelligence solutions.

Employees

More than 1,900

Visa Types

H-1B, L-1, Green Cards

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- Kaitlyn Perkins

“At the beginning of the year, we kicked off the immigration season by sitting down with our hiring managers and saying: ‘For those of you who don’t know, this is our policy. This is why we practice it this way, what do you think? Do you think this is competitive, do you think that this is fair? Do you stand behind us, and if not, let’s talk about it.’ Because it is a partnership.”

Premiere Employee Experience

Gulati feels Envoy helped Cvent embody the following famous quote from Jeff Bezos, founder and CEO of Amazon.

Setting Expectations Internally

Envoy’s technology is guided by a passion for alleviating the painful parts of managing the immigration process. And that passion can be contagious: Gulati and Perkins have taken what they’ve learned working with Envoy and developed a system for managing the internal workload of preparing a high volume of immigration cases.

First, the HR department partners with the recruiting team to make sure everyone is on the same page, by transforming them into “mini immigration experts” to ensure an efficient case prep process.

Gulati and Perkins also hold meetings with hiring managers who are bringing on a sponsored employee for the first time. They start with a general overview of the process then break it down into the steps involved with case prep. Next they complete the process with the employee. “It introduces Envoy as a resource to the employees,” Gulati says. “We don’t want to be the middleman. It’s not effective for every question to be relayed through us. Employees need to feel comfortable going to Envoy directly.”

Standardizing Policies for the Better

Cvent also has a standardized immigration policy that explains to all stakeholders what types of sponsorship programs they offer, when an employee is eligible for green card sponsorship and other important immigration details.



“Your brand is what people say about you when you’re not in the room”

- Jeff Bezos,
founder and CEO, Amazon

“Our employees trust us because Envoy has been able to empower us to really be efficient and good at our jobs,” Perkins says. “Without it, I don’t know that we’d be able to perform the amount of work and to make the headway that we’ve been able to accomplish in the past year plus that we’ve been with Envoy.”





Laddering Up Immigration

Gulati explains that the features help her do her job more efficiently. The reporting tools for example, allow her to pull data easily, which she can report to her supervisor and drive business decisions. “The other cool features Envoy has on this platform is the to-do list, which gives a macro organizational perspective,” Gulati says. “It gives somebody at Kaitlyn’s level the ability to keep herself organized, and somebody at my level [managerial] to check in.

“Any law firm can do the case work, but the platform, the case management tools, really enable us to be successful. This really sets Envoy apart.”



Kaitlyn Perkins
SENIOR BENEFITS SPECIALIST

Manages: Health and welfare plans, 401k, wellness, medical, dental and vision insurance



Amy Gulati
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Manages: Centers of excellence, benefits, global employee communications, employment branding

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