

## CASE STUDY

# WATERLOO SPARKLING WATER: \$100K+ ANNUAL SAVINGS THROUGH HR TECH AND BENEFITS TRANSFORMATION

## INTRODUCTION

Waterloo Sparkling Water, a fast-growing beverage company known for its bold flavors and clean ingredients, faced two compounding HR challenges: a critical leadership gap during its HR manager's parental leave and a fragmented, manual HR infrastructure holding the business back. Amplēo HR stepped in to solve both, keeping essential initiatives on track while modernizing the systems and benefits program behind Waterloo's entire HR function.

## CHALLENGE

- HR leader on parental leave
- Bonus cycle, open enrollment, and reorg underway
- Ongoing employee relations needs
- Strategic HR input required for transitions
- Legacy HR technology creating inefficiencies, manual work, and limited data visibility

## SOLUTION

Amplēo HR covered critical initiatives during the HR manager's leave, then modernized Waterloo's HR infrastructure and benefits program for long-term impact.

- **Assumed leadership of all HR operations** with minimal onboarding time
- **Managed the bonus cycle** from calibration with leadership through timely distribution
- **Led benefits selection and open enrollment**, handling 100+ employee questions
- **Replaced manual HR processes** with a fully integrated payroll, benefits, and reporting stack
- **Redesigned the benefits program** across medical, dental, vision, 401(k), and life insurance to optimize cost and competitiveness

## PARTNER EXPERIENCE

“When your only HR person goes on leave, you realize just how much they carry. Amplēo made sure we never felt that weight. Within days, our Amplēo HR Consultant was operating like she'd been part of our team for years—and the improvements she introduced in capital efficiency and process are still paying off.”

**David Ingraham, CFO**  
**Waterloo Sparkling Water**

## RESULTS

- **100% HR continuity** during leave
- Bonus cycle completed with **100% accuracy**
- **\$100K+ in annual cost** savings through benefits optimization and vendor consolidation
- **Stronger employee satisfaction** and retention through more competitive benefits
- **Reduced manual work** and improved reporting across HR and finance

## CONCLUSION

Waterloo's partnership with Amplēo HR demonstrates how the right fractional support can do more than fill a gap. By embedding quickly, driving strategic initiatives, and modernizing core HR infrastructure, Amplēo HR positioned Waterloo for stronger operations and long-term savings.