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Integrating I-9 Compliance into Your Applicant Tracking System (ATS): Why Ulta Beauty Chose Mitrtech's Tracker I-9

How Ulta Beauty enhanced visibility and simplified compliance for hiring managers nationwide with Tracker I-9, Mitrtech's end-to-end I-9 compliance solution.

The Company

Headquartered in Bolingbrook, Illinois, Ulta Beauty is the largest beauty retailer in the U.S., operating out of 1,300+ stores across all 50 states. With over 25,000 products from more than 600 established and up-and-coming brands — including the Ulta Beauty Collection (its private label) — the company's one-of-kind assortment of cosmetics, fragrances, skin and hair products, and salon services has earned the American beauty retailer countless recognitions. The most recent acknowledgments (2021) include: Forbes Best Large Employers; Forbes Best Employers for Diversity; Forbes Best Employers for Women; Diversity Inc. Noteworthy Companies for Diversity; Fast Company Top 10 Most Innovative Companies in Retail.

The Challenge

Ulta Beauty's I-9 process used to be almost entirely manual. The company re-verifies many temporary authorized associates regularly and, as such, Form I-9 organization and tracking was time-consuming and tedious. When leaders decided it was time for a new



“We had no ‘force’ compliance. Having the systems talk to each other makes everything simpler, including compliance.”

ALLISON SHAW

HR Compliance Manager
Ulta Beauty



Applicant Tracking System (ATS), they wanted an automated I-9 management system capable of integrating with its ATS for better compliance.

Ulta Beauty was also in need of simple reporting and centralized data. With over 1,300 locations to oversee and a lean HR Compliance team, managing day-to-day operations was enough to make process improvement feel insurmountable. Identifying where compliance could be improved and determining what to prioritize next is only possible with the data to back decisions and the time needed to implement change. Ulta Beauty needed a compliance management system that could provide automated reports and alerts, saving the team time and informing strategic moves.

“It takes a lot of behind-the-scenes work for compliance to work well. We had been doing the best we could in daily needs, but to see this kind of reporting really helps us prioritize what’s next. It’s game-changing.”

ALLISON SHAW

HR Compliance Manager
Ulta Beauty



When Ulta Beauty chose its Applicant Tracking System, Tracker I-9 came as a highly-recommended compliance integration — and it was everything the beauty retailer was looking for in an end-to-end I-9 management platform.

The Solution

Ulta Beauty’s decision to deploy Tracker I-9 in 2020 came down to four key differentiators:

- 1. Easy-to-Use, Intuitive Features** — Operating with a small, but mighty HR Compliance team, Ulta Beauty needed a compliance platform that was straightforward and proactive in streamlining operations. For example, the company had many I-9 forms that had outlived the retention policy because there was no simple way to find and get rid of them. Tracker I-9s purge report capability offered a simple, automated way to locate and eliminate outdated I-9s, saving its HR managers the time it would normally take to track them down one by one.

“We had a significant number of I-9s that were outdated. Tracker’s retention policy and purge report help us manage this so efficiently, getting rid of older ones in a timely manner with our approval – it’s been so helpful.”

ALLISON SHAW

HR Compliance Manager
Ulta Beauty



2. Centralized Visibility — Operating in all 50 states across the U.S., Ulta Beauty needed real-time insights into the happenings of every store. Tracker’s comprehensive dashboard offered an easy way for its HR Compliance managers to assist General Managers with the hiring process, check in on case status, oversee compliance, and take informed next steps.

“As the company administrator, I spend most of my days in the Tracker dashboard, watching what teams across our 1,300 stores are doing at any time with regard to hiring and how we can help with I-9s.”

ALLISON SHAW

HR Compliance Manager
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4. Hands-On Support — Ulta Beauty didn’t want another help desk to bump their requests up a tier system. The team needed a direct point of contact; someone who understood how the business works and what the onboarding process looked like for each location. That’s the type of guided support and expertise that Tracker I-9 provided.

“Having a direct contact to engage with real-time questions that are minor or major is incredibly helpful and unique in today’s world.”

ALLISON SHAW

HR Compliance Manager
Ulta Beauty



3. Configurable Interface — The Ulta Beauty team discovered that when an employer’s start date was entered manually by hiring managers, it was sometimes entered as the date that the offer letter was presented (which is not how it should be recorded in retail). Because it looked like the I-9 was not being done on day one, Ulta Beauty was seeing a lot of I-9s out of compliance. To fix the problem, they configured the Tracker I-9 system to help them flag and update close to a thousand I-9s a month with incorrect start dates.



The Results

Ulta Beauty's HR Compliance team has saved a significant amount of time and energy by seamlessly integrating Tracker I-9s into its ATS. Whenever information is updated in the employee system, data is instantly fed to Tracker I-9, creating a digital audit trail of key information.

Some updates captured and addressed may include:

- ✓ **A change in General (Store) Manager**
- ✓ **An employee has a change in email address**
- ✓ **A hiring manager has a location change**
- ✓ **Someone needs access to several stores**

Most importantly, Tracker I-9 has replaced stacks of paper forms with digital I-9s, enabling advanced reporting capabilities, eliminating the risk associated with manual I-9 management, and laying the foundation for future process enhancements.

“We’ve come a long way in the past two and a half years with Tracker’s assistance, and I feel confident talking about where we stand with I-9 and E-Verify compliance today.”

ALLISON SHAW

HR Compliance Manager
Ulta Beauty



“

Tracker kind of works for itself. It's seamless from the new hire's perspective, the hiring manager's perspective, and behind-the-scenes at the corporate level. We can see everything as it's happening, and it's very easy for our new hires to complete I-9s for verification.”

ALLISON SHAW

HR Compliance Manager
Ulta Beauty



About Mitratesch

Mitratesch is a proven global technology partner for corporate legal, risk & compliance, and HR professionals seeking to maximize productivity, control expense, and mitigate risk by deepening operational alignment, increasing visibility, and spurring collaboration across their organization.

With Mitratesch's proven portfolio of end-to-end solutions, organizations worldwide are able to implement best practices and standardize processes across all lines of business to manage risk and ensure business continuity.

Mitratesch serves over 7,700 organizations worldwide, including 30% of the Fortune 500 and over 500,000 users in 160 countries.

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