

Building a flexible HR foundation for a rapidly scaling retail workforce



Founded in
2015

Headquarters
Toronto, CA

Employees
700+

Sites
62 retail stores

What they do
Retail

Highlights

22 new stores since implementing Bob, with no added People team headcount

100% self-serve onboarding completion

3 weeks annual time savings on data reporting

In an industry traditionally focused on special occasion gifting, **Mejuri** believes fine jewelry is an important form of self-expression and self-celebration that should be accessible at every budget, for everyday wear. That fresh perspective has helped the company grow and evolve. What started as an ecommerce-first company with a handful of stores has become a thriving retail-first business with dozens of locations across Australia, Canada, Kuwait, the United Kingdom, and the United States.



As Mejuri expanded, its workforce became frontline-oriented and increasingly complex. Not only were employees globally distributed, they also spanned hourly, salaried, part-time, full-time, temporary, and permanent roles and multiple business units.

According to **Danielle Colby, Senior Manager of People Programs at Mejuri**, the People team needed an HR platform that provided centralized data visibility, strong self-service, and the flexibility to be customized to Mejuri's evolving needs. They would come to find that they also wanted a vendor that would act as a true partner along the way. That search ultimately led them to Bob.

“We couldn’t operate the way we need to as we grow without a platform like Bob that flexes with us.”



Danielle Colby
Senior Manager of People Programs
Mejuri

Outgrowing a fragmented, legacy HR stack

Before Bob, Mejuri was using an HCM system chosen for its combined payroll, time and attendance, and reporting capabilities. On paper, it looked unified, but the underlying architecture was siloed.

Tasks that should have been simple were not. Moving an employee from hourly to salaried, for example, required terminating and rehiring them in the system. At a time when Mejuri was experiencing significant workforce movement, issues like this made it difficult to accurately track attrition and internal mobility, compromising the People team's ability to make confident, timely talent decisions.

Perhaps most critically, the platform wasn't built for the realities of Mejuri's retail team, which is largely hourly, mobile-first, and Gen Z.

“We were spending too much time troubleshooting just to get people onboarded and ramped up. It was literally costing us wages just to stand things up at a baseline, let alone optimize for performance.”



Danielle Colby
Senior Manager of People Programs
Mejuri



Choosing a platform built to scale and flex

When Mejuri began evaluating alternative platforms, Danielle's team prioritized three things:

- An open API and strong integration capabilities so they could scale without inflating headcount
- Deep flexibility and customization to support Mejuri's unique reporting needs
- A strong and pleasant user interface, especially on mobile, where most of Mejuri's retail team logs in

In addition to Bob, Mejuri considered Workday, but reference checks with other brands left Danielle and her team unsure the platform was the right fit. “Workday wasn't going to meet our needs in the same way [as Bob],” she said. “And we didn't trust that the implementation was also going to happen quickly without us hiring a resource to do it.”

In contrast, the team's reference checks on Bob only strengthened their confidence in the platform. Given Mejuri's cross-border workforce, much of that diligence centered on payroll accuracy and how Bob's integration with ADP Workforce Now held up in practice. Other companies with similar cross-border employment needs reassured Danielle's team that the integration worked well.

Self-service that saves time and empowers store teams

For Mejuri, self-service is core to how the company wants its stores to run. The alternative — running everything through corporate — pulls store teams away from their most important job, which is taking care of customers.

With Bob, Mejuri has built **self-service workflows** for events like employee departures, so store managers can handle them quickly and independently. They also **launched a mobile-first onboarding experience** that has achieved 100 percent completion, powered by automated triggers that keep new hires compliant and ready to work before their first shift.

Today, Mejuri store managers and employees are among the many non-HR employees who complete nearly 100 self-service actions a month, from processing relocation and promotion requests to updating personal information and requesting employment letters.

Self-service shows up in how Mejuri moves talent, too. A store manager can promote a stylist from one location into a floor lead role across town (or even in another market) without waiting on weeks of processing. Now, the request happens directly in Bob, with smooth, quick approval gates and the confidence that pay and system access will correctly follow.

According to Danielle, changes like these are core to Mejuri's operating ethos:

“

Who we are as a brand, and how we show up for our customers, is the same in every store. We trust our teams to bring the Mejuri experience to life in the way that connects best with their customers, and when we take friction out of their day and give them real ownership of their location, they can put their energy where it matters: the customer experience and growing their people.”



Danielle Colby

Senior Manager of People Programs
Mejuri



Flexibility, visibility, and efficiency at the corporate level

Intuitive employee self-service also characterizes how the People team runs Bob day to day. Danielle points to **Bob AI** as a go-to resource when she's building something new.

“

We're big fans of the Bob AI because we can figure things out really easily. If I'm trying to stand something up, I can quickly chat with the AI, and it tells me exactly how to do it if I'm stuck or hitting a bug.”



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Meanwhile, features like field-mapping and custom fields let the People team configure how workflows behave without touching the underlying data structure. For example, they used to reconfigure reports by hand just to track trends by district or region. With Bob, they built store location reporting directly into their dashboard. The team has used that same flexibility to automate recurring tasks that used to require manual tracking, like flagging missing payroll details or expired work permits.

The time savings across multiple corporate workflows has been substantial. Populating the People team's workforce data dashboard used to require two full days per month utilizing Excel reporting to get to the level of clarity they would need for effective decision-making. With Bob, it now takes about an hour, rapidly granting access to important insights that empower Business Partners and leadership, and freeing the People team to focus on higher-value work.

That same efficiency and visibility extends to leadership. Questions that once took real digging to answer — like headcount by role or location — now take seconds with Bob's prebuilt analytics dashboards.



A smoother experience for IT

Bob has also changed how Mejuri's IT team operates. Automated onboarding notes cut down on manual IT touchpoints and smooth out the team's new-hire lift.

Per new hire, IT provisioning time has dropped from 15-20 minutes of manual work to just 3-5 minutes with automation, depending on the role.

Mejuri's IT team also built webhooks connecting Bob to other business systems, ensuring people data is actionable where work actually happens, rather than disconnected from the rest of the business.

Scaling culture alongside the business

As Mejuri has grown, Bob's survey features have become core to how the People team listens at scale. With feedback coming in from hundreds of employees, the team uses that data to identify recurring themes and act on them directly—from shaping new programs to consolidating systems—all in service of a better, more streamlined employee experience.

More than a vendor, a partner

For Mejuri, the relationship with the HiBob team didn't end at go-live. It's ongoing and evolving, which is a refreshing shift from the standard product-support relationship Mejuri had grown used to with other vendors.

“HiBob’s approach is that they sincerely want to understand your business and advocate for you as a customer. They’re transparent about their roadmap and the intentions behind it, and they really try to understand why you want to do something differently in the platform.”



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That partnership has shown up outside the platform, too. In spring 2026, HiBob and Mejuri worked together to host In Good Company HR Community events at Mejuri locations in four key markets: San Francisco, Nashville, Chicago, and Toronto. These pop-ups created meaningful opportunities to engage local HR communities, extend Mejuri’s reach, and generate shared value for both brands. According to Danielle, that kind of investment matters because it reflects how Mejuri sees its stores: not just as a place to buy jewelry, but as a hub of personal connection.

Looking ahead: scaling smarter with AI

Since implementing Bob, Mejuri has opened 22 new stores without growing its People team headcount. And Danielle anticipates their efficiency and talent decisions will only continue to improve.

Danielle's especially looking forward to operationalizing **Bob's model context protocol (MCP)**, a feature that lets AI tools like Claude and ChatGPT connect securely to Bob's people data, so teams can get answers and take HR actions within the AI tools they're using every day.

“I’m really excited to use Bob’s MCP. As soon as we get access to that, we’ll be able to make even better talent decisions.”



Danielle Colby
Senior Manager of People Programs
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Main takeaways

- Bob replaced a fragmented, multi-platform HR stack with a single, flexible source of truth that scales with Mejuri’s international retail growth.
- Self-service has gone from virtually nonexistent to nearly 100 actions a month, and onboarding now reaches 100 percent completion.
- IT provisioning time per new hire dropped from 15–20 minutes to just 3–5 minutes.
- Monthly people-data reporting dropped from two full days to about an hour — roughly three weeks saved annually — and leadership can now answer workforce questions in seconds instead of digging through reports.
- Since implementing Bob, Mejuri has opened 22 new stores without adding headcount to its People team.
- Bob’s survey tools help Mejuri synthesize feedback from hundreds of employees at scale, effectively shaping new People programs as the company grows.



Favorite Bob Integrations

 ADP Workforce Now

 Sequoia

 Google Calendar

 Trelica

Favorite Bob features

 Employee Self-Service

 Data & Analytics

 Workflows & Automation

 Bob AI