

## Case Study »

# I-9 Management

### Client Profile

Cinemark is a leader in the motion picture exhibition industry with 420 theatres and 4,783 screens globally.

### Challenge

To eliminate the cumbersome I-9 verification process and become compliant with E-Verify®, the government's electronic system to verify work eligibility.

### Solution

Cinemark implemented the TALX I-9 solution in the effort to centralize the process throughout its 400+ theatres, become fully compliant with governmentally regulated E-Verify®, and eliminate fraud risk.

### Results

- Reduced hours spent on the I-9 process by up to 10 hours per week
- Became fully compliant with E-Verify®
- Streamlined and centralized the I-9 process
- Replaced the paper documents with electronic forms and stored documentation electronically

## Cinemark I-9 Case Study

### Client

Cinemark is a leader in the motion picture exhibition industry with 420 theatres and 4,783 screens globally. Additionally:

- Cinemark theatre circuit is the third largest in the U.S. with 293 theatres and 3,742 screens in 38 states.
- The most geographically diverse circuit in Latin America with 127 theatres and 1,041 screens in 12 countries.
- During the year ended December 31, 2007, Cinemark ranked either #1 or #2 by box office revenues in 22 of their top 25 markets.

### Challenge

In early 2008, the landscape of how I-9 documents were processed, stored, and verified was quickly evolving from the manual, paper-based method into a paperless, efficient, and streamlined process. Because Cinemark averaged 17,500 new hires annually, in addition to their employees already on board, converting to an automated, electronic process was a sensible choice. Recognizing their need to eliminate the cumbersome and time-consuming I-9 process, Cinemark began to proactively seek an efficient alternative. Cinemark also discovered that in Arizona, laws had passed requiring all employers to use E-Verify®, the government's electronic system to verify work eligibility. In addition to Arizona, regulations were starting to take effect in a handful of other states, with more quickly following. Already a client of The Work Number, the TALX employment verification service, opening communications regarding the TALX I-9 electronic service became a logical choice as it is both paperless and integrated with E-Verify®.

### Solution

In June of 2008, implementation of the electronic I-9 service began with TALX providing an online demonstration of the I-9 service for the Cinemark Payroll Manager, IT representative, and various HR representatives. Once Cinemark had a general idea of how the I-9 service would work, payroll processors were brought in and TALX provided a series of testing and training documents. Cinemark was then able to review aspects of the I-9 service that could be configured to their specific needs. For example, Cinemark was able to configure how often they received alerts for expiring work authorizations and to whom those alerts should be sent.

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In early September of 2008, Cinemark went live on the TALX electronic I-9 solution, taking just over two months to implement. With the service in place, Cinemark achieved full compliance with E-Verify® requirements, gained the advantages of a streamlined I-9 process, and centralized the data stream involving their 17,500 annual new hires at their 400+ theatres.

## Results

As a result of the I-9 implementation, Cinemark was able to eliminate all fraudulent or invalid I-9 forms, become paperless, eliminate redundancy of entering data multiple times, and drastically reduce labor hours spent toward processing paper I-9s. In the corporate office alone, one HR representative estimated saving 10+ hours per week because of the more efficient, electronic process. The configuration process allowed Cinemark to successfully keep track of any expired documents and whether or not a reverification was needed while electronically storing all current I-9s and automatically disposing of any unneeded documentation.

To learn more about  
how TALX can help your  
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