

PAYROLL

Jeff Schrieber

VICE PRESIDENT, OWNER, APEX CUSTOMER



xCSS|Charlotte Payroll

There's something to be said about being one of the old guard in an industry. But it isn't always good.

"Our clients just weren't happy," says Charlotte Payroll Vice Owner and Vice President Jeff Schrieber of working with an internationally known Apex HCM competitor boasting some 40 years in the market. "They weren't happy with the user end of the clunky and old system that we were using before. You almost had to be a software programmer to understand how to use it."

Trouble is, payroll and HR/HCM professionals by and large are not software programmers. But they increasingly demand more online access to and control over their software platforms and the highly sensitive information contained in them. That's why today's savviest payroll software and services providers know that a highly secure, functionality-rich but easy-to-use platform is critical.

"So we switched to Apex," Jeff says, "and didn't miss a beat throughout the conversion."

Domino Effect

A payroll software system that's difficult for the end user to access and manage can cause a domino effect of negative repercussions for everyone involved - employer clients, their employees and, ultimately, your payroll service bureau.

In a recent Deloitte survey on global payroll operations trends, researchers found that use of online payroll self-service functionality is increasingly popular, with 83 percent of responding employers offering employees the ability to, at a minimum, view pay statements online. This becomes increasingly important as Millennials and Generation begin to comprise a larger portion of the workforce (currently 50 percent and 20 percent, respectively some studies show) and Millennials step into decision-making positions.

But technology is only as effective as it is easy to use. In fact:

- A 2017 HR.com survey found that among all aspects of self-service software, employees care most about ease of use;
- 93 percent of Millennial workers say that a business having up-to-date technology is an important factor when choosing a workplace, according to a Survey Monkey and Microsoft report;
- And Penn Schoen Berland reports that 42 percent of Millennials stated they would leave a company due to "substandard technology."

Charlotte Payroll, LLC...

... is a growing North Carolina payroll service bureau focused on tailored business solutions for small to medium-sized companies. Founded in 2016, Charlotte Payroll quickly grew to more than 200 clients and has been an Apex HCM customer for a year.

"We are very appreciative for the assistance we got with our software conversion through Apex HCM. We didn't miss a beat and it has helped our business grow."

- Jeff Schrieber

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Domino Effect Cont.

Studies show that it costs an employer an average 33 percent of a worker's annual salary to hire a replacement. In dollar figures, that estimate equates to \$15,000 per person for an employee earning a median salary of \$45,000 a year. So, if employees are dissatisfied with their online payroll and HCM access, you can bet your payroll firm's employer clients are as well.

But making the switch to an all-new payroll software system to better serve your clients can seem daunting. And if a conversion isn't handled effectively, it can prove costly in three top ways:

- **Downtime:** Each minute of downtime can cost the average company between \$962 and \$17,244 - a potentially devastating financial blow to a smaller payroll firm.
- **Client loss:** Payroll service bureaus can lose 10 to 20 percent of their client base in a DIY or poorly implemented conversion process, unable to deliver the experience clients are used to receiving while staff is busy learning new software and converting existing client accounts.
- **Staff loss:** Losing valuable staff is among the most common fallouts of a payroll firm attempting to convert their full client base to new software.

But there's good news...

The Good News

That's where Apex HCM can help. We offer payroll service bureaus three options for making software and client conversion easier, more efficient and more quickly profitable:

- **Assisted Conversion:** The Apex HCM Migration Team takes on the task of entering all client employee data and current year history wages into the system.
- **Full Service Conversion:** Apex HCM trains or assists payroll service bureau staff in creating customized electronic shells that provide a template designed to help streamline the transfer of data from the origin system into the new platform.
- **Onsite Conversion:** Apex HCM sends a team to complete a full client data conversion at a payroll firm's offices - a popular choice for firms with larger, more complex or niche client bases.

Jeff chose Apex HCM's industry-leading payroll and HCM software platform and its Full Service Conversion option to complete Charlotte Payroll's switch. The benefits were immediate and lasting.

The Benefits

Prior to Charlotte Payroll's mid-2019 conversion, clients had become restless.

"Our retention rate was hurting," he said. "A lot of clients just got frustrated and our staff was spending all day and night on the phone with them. We couldn't grow."

The positive change was immediately evident in a single client's story:

"One client called every single week for help with the old system. We trained her on Apex HCM and she's never needed to call again," Jeff says, noting that his firm's payroll client base grew from 140 to 210 within six months of conversion and is projected to hit 230 early 2020. "The volume of service calls has gone down 60 to 70 percent since we switched to Apex, which has helped us grow. We're able to take on new business and clients set up in a timely manner. Not only are we growing our new client base, but our existing client retention rate has improved, too. I don't know where we'd be without it."