

xCSS | Ludt Payroll

GEOFFREY LUDT | FOUNDER & CEO



CUSTOMER SUCCESS STORY

Geoffrey Ludt thought he was simply licensing a new payroll software. Turns out, he was actually securing a whole new business model that would afford his company opportunity to regain significant lost business and plan for exponential growth. He just didn't know it yet.

Founder and CEO of Oklahoma City's Ludt Payroll, Ludt had spent nearly a decade using a leading accounting and payroll software program before that provider began scaling back on customer support service while raising licensing renewal fees. Further, the platform simply wasn't keeping up with trends and legislative changes that affect how payroll is managed. Case in point: the Affordable Care Act (ACA), which requires businesses employing 50 or more full time equivalent workers to provide health insurance or risk paying a penalty.

"There was no ACA function within that software," Ludt said. "We had to look outside the software, create a piecemeal solution and cross our fingers that it would work. That was the final straw that prompted us to start looking at other software options."

After a three-year search, Ludt had narrowed options to the three most viable. Roswell, GA-based Apex HCM, which offers payroll, human resources and time & attendance solutions developed by team of industry veterans with decades of payroll experience, was in the running. But Ludt was hesitant.

"Initially, we were looking at each of them with our current cost and billing model in mind," he said. "Each of them required an upfront investment. Plus, while we weren't a huge company, we knew that transitioning our 118 clients from one software service to another would be a big job. Because we had only used one software up to this point, we had no roadmap for what the transition would even look like."

While he may have been slow to make a move himself, Ludt was quick to recommend Apex HCM to a colleague.

"A friend of mine was starting a payroll service bureau and asked me, 'Hey, if you could do it all over again, what software would you use?'" Ludt recalled. "I told him that I wouldn't use my current software. I'd use Apex. A few months later, an Apex rep reached out to me and said, 'Hey, you recommended us but you're not yet a client. What's up with that?'"

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**"HIGHLY
RECOMMENDED"**

Ludt in an email to Apex HCM

100%

“Apex doesn't just want us to use Apex software. Apex wants us to succeed.”

In ensuing conversations, Apex HCM addressed all of Ludt's concerns and talked him through ways to streamline the client migration process and assure a robust return on investment, in part by switching from a monthly to a per-payroll cycle billing model. The thorough, in-person and readily accessible customer service convinced Ludt to take the plunge. He signed on in 2020. All indications are that the move will help the firm better service and up-sell existing clients, land new clients and, most pointedly, revisit missed opportunities.

"The limitations of our previous software precluded us from having conversations with certain prospects because we knew we weren't able to offer them an excellent experience," Ludt said. "If you can't assure prospects an excellent experience, what differentiates you and your service from the next guy besides price?"

Two years ago, Ludt lost a lucrative partnership opportunity with an accounting firm looking for a singular payroll solution for some 70 clients. Ludt's software at the time lacked capabilities like template importing, which wouldn't allow for onboarding new businesses as quickly as the accountancy required. Plus, limited white labeling options meant Ludt could not protect the partner's branding.

"An excellent experience is not just great software," Ludt explained. "You have to be able to use that software to support your relationship. If the software requires you to erect all sorts of stilts and ladders to hold the relationship together, that's not an excellent experience for either party."

With Apex HCM, Ludt anticipates offering that excellent experience to a whole new base of clients he hadn't been able reach to before making the switch. These include larger accounting firms, human resources consultants and benefits brokers. Already, Ludt Payroll has hired additional staff and adjusted its goal to landing 10 new customers monthly.

"The transition is going great. I can see us double our business, easily," Ludt says. "Partnering with Apex HCM is going to open up so much capacity that I haven't even wrapped my brain around."

Call Apex HCM at 877.750.2739 or [visit us online](#) to learn how we can help grow your payroll business, too.

**INDUSTRY LEADING PAYROLL & HCM TECHNOLOGY
UNMATCHED PERSONAL SERVICE**

Apex HCM leads the market in licensing cloud-based payroll and HCM software, combining industry leading technology with unmatched personal service. The company is a market leader in licensing cloud-based payroll, benefits and HR technology. Over 300 payroll service firms nationally use Apex's technology as the core of their business foundation. Our highly customizable and comprehensive suite of products and services include payroll & tax, time & attendance, benefits enrollment, ACA, human resources, mobile apps, reports & analytics, employee onboarding, applicant tracking, and other business management tools normally reserved for large enterprises. Apex HCM's cutting-edge cloud-based software allows its customers to effectively compete feature-for-feature with larger established firms while dramatically improving their workforce productivity.

