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# 12 Trends for 2012

As a small business owner, you need to be prepared. Here's a quick look at 12 trends you may encounter in 2012. In many cases, ADP TotalSource<sup>SM</sup> can help you make the most of them.

## 1. LOYALTY IS DOWN, IT'S HARD TO ATTRACT AND RETAIN KEY EMPLOYEES.

Even with the struggling economy, 32% of U.S. workers say they're seriously considering leaving their current employers.\* The good news? Non-financial factors strongly influence employee motivation and engagement. Workers say being treated with respect is the most important factor, followed by work-life balance, type of work, quality of co-workers, and quality of leadership.

### How ADP TotalSource can help you

As an ADP TotalSource client, you'll have an ADP HR Business Partner who can help you conduct employee satisfaction surveys. You'll gain a better understanding of your employees and how to retain them. You'll also have access to training sessions on a wide variety of topics, including retention, rewards and recognition, and more.

## 2. WORKERS WILL SACRIFICE FOR FLEXIBLE WORK ARRANGEMENTS.

More than 62% of working adults agree that flexibility is one of the most important factors they consider when deciding where to work and 42% of employees are willing to give up some pay in exchange for this flexibility, according to a recent *Mom Corps* survey.

## 3. EMPLOYEES ARE INCREASINGLY RESPONSIBLE FOR CHOOSING AND MANAGING THEIR BENEFITS.

One dramatic indicator: last year, the percentage of workers enrolling online for benefits jumped by 8% to 62% of all employees. A majority of workers (52%) said they would prefer using a consolidated

online enrollment portal to help them learn about and make benefits elections.

### How ADP TotalSource can help you

As an ADP TotalSource client, your employees will enjoy self-service access to essential payroll and benefits information. They can enroll online through *My TotalSource*<sup>®</sup>, the ADP TotalSource HR portal.

## 4. THE POOR ECONOMY HAS HURT IRA AND 401(k) SAVINGS ACCOUNTS.

The silver lining for employers who match 401(k) contributions is that employees are even more appreciative of those contributions. And offering a 401(k) plan is a cost-effective way to enrich the employee experience.

### How ADP TotalSource can help you

The ADP TotalSource 401(k) plan offers small-business owners an easy, low-cost way to help employees save for retirement.

## 5. JOB CREATION THROUGH GOVERNMENT STIMULUS IS ON THE TABLE.

The goal of the *American Jobs Act*, proposed by President Obama last September, is to get Americans back to work by encouraging small-business growth. Provisions include tax breaks and deductions for small businesses that purchase new equipment, or hire unemployed Americans and veterans.

### How ADP TotalSource can help you

Recruiting and hiring support – from just-a-little to full-service – is readily available to ADP TotalSource clients.

## 6. COMPANIES ARE SEGMENTING CUSTOMERS AND PROSPECTS TO FOCUS THEIR SALES AND MARKETING.

Small companies are asking themselves what characteristics their most loyal and profitable customers have in common, so that they can better attract them and maintain their loyalty. They're also identifying those customers on which they lose money or merely break even.

## 7. SOCIAL MEDIA IS NOW A STANDARD MARKETING TOOL.

If your business has been active in social media, you've learned that it's less about a quick sale and more about building expertise and relationships. Need help improving or getting started with your social media strategy? Visit [shoptalk.dexone.com](http://shoptalk.dexone.com), a small- and local-business-focused site that offers free social media tips.

## 8. LOCALLY SOURCED GOODS AND SERVICES ARE GROWING IN POPULARITY.

This trend, born of eco- and socio-conscious consumers, is expected to grow with rising transportation costs. It is also spurred by initiatives for driving job growth through small-business loans, such as the Starbucks Create Jobs for USA program.

## 9. CO-MARKETING AND BUSINESS PARTNERSHIPS ARE BACK IN VOGUE.

As companies aim to simplify, more and more are looking to pre-packaged solutions and pre-vetted vendors. Just as consumers base their buying decisions on user feedback, your organization's partnership with – or endorsement by – another company can engender trust and generate new business.

## 10. CLOUD COMPUTING IS ESTABLISHED AMONG LARGER COMPANIES AND EMERGING IN SMALLER ONES.

The benefits of cloud computing (using a network of remote servers hosted on the Internet instead of a local server to store, manage, and process data) include increased data security and protection from hardware failure, access to up-to-date software, and access to your files from any computer. But many small businesses have been intimidated by the technology.

### How ADP TotalSource can help you

*My TotalSource* is an easy-to-implement form of cloud computing. ADP hosts your data online on a stable platform that is safe, secure, reliable, and accessible from anywhere.

## 11. MOBILE TECHNOLOGY IS EVERYWHERE.

Mobile devices are becoming the go-to resource for finding businesses, identifying the best deals, and managing personal finances.

### How ADP TotalSource can help you

As an ADP TotalSource client, you can offer your employees the ADP Mobile app so that they can view pay statements, access their company directory, review their benefits summary, and more. Your employees can download it from the Apple App Store or navigate from their mobile device to <https://mobile.adp.com>.

## 12. CONSUMERS ARE INCREASINGLY BASING BUYING DECISIONS ON ONLINE REVIEWS.

According to the *2011 Cone Online Influence Trend Tracker*, finding negative online reviews influences 80% of consumers to not make a purchase, while 87% of respondents said that finding positive information online has helped confirm their decision to buy. Similarly, customers, prospects, and recruits are researching companies – including yours – online. Even if your organization doesn't have a formal online presence, you need to know what others are saying and reading about you online.

### About ADP TotalSource

Part of ADP's Employer Services Division, ADP TotalSource is the nation's largest Professional Employer Organization (PEO), operating more than 50 offices in 24 states, and serving more than 8,900 client companies that employ more than 251,000 work-site employees. Businesses taking advantage of ADP's PEO services are assigned an experienced TotalSource Human Resource Business Partner, who leads a team of experts drawn from human resource management, employee benefits, payroll services, risk management, and regulatory compliance.

For more information about ADP TotalSource, call 1-800-447-3237, or visit [www.ADPTotalSource.com](http://www.ADPTotalSource.com).