



A single platform that does it all

ABB Optical Group is a leading distributor of optical products across the U.S., supplying brand-name contact lenses to approximately two-thirds of the nation's eye care professionals. HR Director, Jesse Fuentes, and Payroll Administrator, Ken Choy-Sing use ADP Workforce Now®, ADP® DataCloud and ADP SmartCompliance® to help them in their day-to-day roles managing all things HR and payroll for 1,300 employees in eight locations throughout the U.S. Here's what they had to say about their experience partnering with ADP:

Working with the tools on hand

Jesse: We run lean, with a team of nine HR professionals [for 1,300 employees], so we rely on the tools that we have. In the past, we had to pull multiple spreadsheets together to create a story. Access to data was challenging and time consuming. To pull a turnover report would take me hours to do and I hated it, but it was part of the job. It was challenging for us to make real-time decisions because we didn't have the entire picture. We were operating with a little bit of ambiguity.

Ken: Previously, we would have to use different platforms to import the data. I said, we can't do this alone — so I made ADP work for me. My account manager and I sat down and discussed what we needed to get the job done. We realized we had functionalities of the program we weren't using, so through education and exploring, I realized what we needed.

Moving away from spreadsheets with ADP® DataCloud

Jesse: With access to all types of data right at our fingertips, we're able to use ADP DataCloud to create the story for us, enabling us to make informed decisions that address any challenges we are facing.

Jesse Fuentes
Human Resources Director



Ken Choy-Sing
Payroll Administrator


Quick facts

 **Company:** ABB Optical Group

 **Headquarters:** Coral Springs, Florida

 **Industry:** Medical devices

 **Employees:** 1,300

 **Product:** ADP Workforce Now®, ADP SmartCompliance®, ADP® DataCloud

Learn more about ABB Optical Group at abboptical.com



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For example, it shows the reasons for involuntary turnover, graphically, so we can take a deeper dive into the data and make changes accordingly. Using insights from ADP DataCloud, we changed processes, procedures and policies that ultimately resulted in a 20 percent reduction in turnover, which is pretty amazing.

ADP DataCloud enables us to sift and sort through data to make smarter, quicker, faster decisions based on up-to-date data that is always accessible. I have a dashboard that provides the data I need at my fingertips, so I can have educated, real-time conversations with the leadership team and make really smart decisions.

Ken: Before we had analytics, the data-mining process was manual and time consuming. With the functionality that ADP DataCloud provides, I can look at turnover based on location, department and supervisor and see what we need to address. If the data depicts that certain managers have high turnover, we can look to see if maybe there is a people issue with those managers.

Using ADP DataCloud, we can request data for corporate meetings with just a touch of a button, access the results and publish the data so that our VPs can go to their meetings with information they need right at their fingertips. ADP DataCloud is saving us a ton of time.

Paperless performance management

Jesse: ADP Workforce Now has so many different tools for us to use as an organization, and I think one of the biggest ones is performance management. Historically, we used a paper-based system and, for an HR professional, anything that's paper-based is painful and a drain on our time. Having to look at all those performance reviews coming in via email or hand delivery, then having to scan them all into the system was a nightmare.

Now, it's all automated, and we revamped our whole performance management structure with an improved process that saves us time and energy. If I want to look at a performance review from last year, I go into the system and view it, versus having to sift through hundreds of files. It's a great benefit for the company — associates and managers alike.

Self-service that saves time

Jesse: ADP Workforce Now has been extremely beneficial in empowering our associates, allowing them to take control of their own information, on their own time, and giving them real-time access to anything they need on a day-to-day basis. It gives them a sense of control, which is exactly what we want. We want to empower our people and give them the data that they need. They no longer have to come to HR to ask a question about benefits or time off.

With the ADP mobile app, employees can look at their pay stubs, request time off, see their W-2 statements, make changes to their taxes, add benefits and more — all through self-service. That's extremely beneficial, and it enables the HR team to be more strategic versus tactical with those day-to-day questions that really don't help us to add value to the organization.

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Jesse Fuentes
Human Resources Director

Tax credits that add up

Ken: ADP SmartCompliance came in very handy for the hurricane tax credit. Our headquarters was affected by the hurricane a few years ago, so we were closed. I took the initiative of coding everyone in time and attendance ahead of the hurricane as, 'Company closed, paid.' When I ran the payroll, ADP reached out to me and said, 'You're eligible to receive this tax credit. Would you like to take advantage of it?' Since I already had the numbers, I only had to produce the report and ADP was able to process it for a significant tax credit.

We also utilize ADP SmartCompliance for the Work Opportunity Tax Credit (WOTC). I didn't even know WOTC existed. Again, an ADP representative reached out to me to say, 'Are you taking full advantage of this tax credit?' Now, we use this module with all our applicants; they take a survey to determine eligibility for the credit, based on certain criteria. These add up to give us a substantial tax credit at the end of the year. We just upload the information and send it off to ADP, and they do the rest. And we rest assured, knowing it will be handled.

A one-stop shop for all our needs

Jesse: When I think of ADP, especially with the integration of ADP DataCloud, ADP SmartCompliance, the performance management tools and more, I think of it as a one-stop shop. It's payroll solutions, it's performance management, it's an HRIS system, it's a self-service system. So all of those attributes together make it ideal. ADP Workforce Now has it all, so it's powerful. I'd highly recommend ADP to anyone who asked me.

Ken: ADP Workforce Now is like a breath of fresh air. I've been using ADP solutions for 20 years and I can see how far ADP has come through the years. Where I previously worked, we had different vendors. This is just one platform; everything is right there. I really love it — it's truly a one-stop shop for us.

What I'm working for

Jesse: I'm working for change, ultimately. I think that in order for me to feel fulfilled as a person, I need to see change happen, and I want to be a catalyst for that change. If I'm able to do that in my professional life and in my personal life, then that's all I can ask for. ADP has helped me to achieve what I'm working for by making it easier to make the decisions that effectuate the change that's needed within the organization.

Ken: I'm working for our employees to be empowered and self-sufficient using ADP's self-service functionality. And I'm personally working for my next certification. I have payroll under my belt and now I'm working on a time and attendance certification.

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