



# A second-to-none service experience

*Virtual Incorporated is a strategic management consulting firm that works with professional associations, standards organizations, consortia, advocacy groups and professional societies to help their volunteer boards manage their organizations.*

*Sean Hainer is the CFO for Virtual and his duties and responsibilities include finance and HR, in which he interfaces with legal, oversees all financials, and works with human resources and payroll to help Virtual's employees to be successful.*

*Recently we spoke with Sean about his experience implementing and working with ADP, and here's what he had to say:*

## **Delivering on expectations**



When it comes to starting any project with ADP, there are four things I'm always expecting. I'm expecting great systems, I'm expecting great service, I'm expecting to be able to scale the solution and I'm expecting smarts.

We discovered how complex the implementation was to combine three EINs into one. We quickly found out that this needed to be treated like three different projects, which was very frustrating because I wanted to be able to do this smarter, not harder, and as efficiently as we could. As we started going through the process, I talked to ADP and was able to engage the right people. Kim, our ADP account manager, was the one who got things done that needed to be done, on time, and to meet the needs of the company. When we launched ADP Workforce Now®, with benefits, payroll and employee self-service, our employees didn't experience any frustration. Kim was able to implement all of this for us, with no impact on our workforce whatsoever.

Sean Hainer  
CFO



## Quick facts

-  **Company:** Virtual Incorporated
-  **Headquarters:** Wakefield, Massachusetts
-  **Industry:** Professional services
-  **Employees:** 400
-  **Product:** ADP Workforce Now®

Learn more about Virtual Incorporated  
at [virtualinc.com](https://virtualinc.com)



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## Empowering employees with self-service

I'm a huge fan of employee self-service, and not only because employees own the data, but because of all the payroll technology that is right around the corner. The future of payroll is on-demand payroll. It's the ability to complete open enrollment on your mobile device. All of this is only enabled through employee self-service because we're getting to a point where employees are only going to interface with HRIS systems through their phones.

I remember just five years ago when I wanted to roll out time and attendance to our field employees, and I was told that they weren't technologically savvy. All that has completely changed. The ability for our employees to do time and attendance on their phones, remotely, has been critical to our business. The other thing I've noticed is that people don't interface with HRIS systems through their computers anymore. They're doing it using mobile phones or tablets. That's the easiest way to do it because they're always on the go. They can look at their pay information whenever they want through mobile. They can look at their benefits — it's all right there.

*What I've come to realize is that the paradigm is shifting to allow employees to feel ownership over their own data. With the controls that ADP Workforce Now® has in place, I can give control of that data and the ability to initiate requests to employees through self-service. I'm comfortable with the approvals and security management features in the system that ensure the data remains accurate.*

## Service that's evolved from mediocre to second-to-none

Five years ago, service wasn't a strength for ADP. Some competitors' service was superior, but they didn't have great systems — and what I really wanted was the best system. Now that ADP has dedicated account managers, it's night and day. I can get things done almost instantaneously just by calling and saying, "Hey, I'm not sure how to do this. Can you help me?" Sometimes, they can do it for me right over the phone. A lot of times, they can point me in a direction where I can do it myself, which I like because I don't have to make a future phone call.

But, here's where the "smarts" come in. If I call in and someone doesn't know the answer, they don't guess. They find an expert because, somewhere within the organization, somebody knows exactly what I want to do, and they've dealt with it in the past. No matter how complicated an issue is, they can find the person that's going to know how to solve my problem.

The ADP account managers are absolutely essential to just about every process. With our implementation, we had very complex tax issues. We had over two dozen jurisdictions that had to be set up. The implementation process took care of most of that, but it really came down to our dedicated account manager who took care of all of the anomalies, making sure that the tax rates were right and

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that our tax deductions were perfect for our first payroll. If there's something we don't know how to do, she'll show us how to do it, so the next time, we're able to do it ourselves. But she's always there to back us up.

Jurisdictions and federal rules and regulations change constantly, and I don't want to have to keep up on all that. I really rely on the ADP compliance and tax folks to let me know when something is going on.

### Relying on peers for assistance

When I use the Bridge, I find that it's very rare to have a problem or issue that somebody else hasn't already had. Whenever I have a problem with almost anything, I just Google it. Well, that's what the Bridge provides — the opportunity to search a number of channels to find out who has had the same problem and how they solved it.

It's also a fantastic resource to learn best practices because there are many different ways to use the ADP Workforce Now tools. What you'll learn using the Bridge is how other people are leveraging those tools. Then you can decide, "Yeah, that fits me" or "No, that won't work for me," and go from there.

## #workingfor

I'm working to make my team more productive. I want to help people focus on service excellence for our clients and work toward company objectives. I don't want them to have to worry about compensation, benefits and compliance. If I could take those worries off of their shoulders, so they can facilitate our company's mission, that's what gets me up in the morning. I want to remove any burdens I can from the executives, the managers and the employees so they can best serve our clients.

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