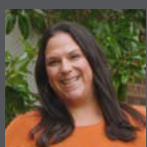


# STEPPING FORWARD WITH HCM INNOVATION

A globally recognized leader in fashion, Steve Madden is a true lifestyle brand and destination for footwear, handbags, apparel and accessories, sold in 80 countries worldwide. Learn how Steve Madden partners with ADP® to reduce its carbon footprint, deliver an exceptional employee experience and stay at the forefront of innovation in human capital management.



**Lyndsey Benson**  
Vice President of  
Human Resources



**Erin Cruz**  
Director of Human  
Resources



**Patrick Chen**  
Director of Payroll  
and Accounting

## QUICK FACTS

**Company:** Steve Madden

**Headquarters:** Long Island City, NY

**Industry:** Retail

**Employees:** 4,000 worldwide

**Award:** ADP Meeting of the Minds 2024  
Client Award for Innovation at Work

**ADP products:** ADP Lyric HCM

## GOALS FOR INNOVATION

- Streamline processes for efficiency
- Use data to support DE&I goals
- Empower and engage employees
- Drive sustainability with a reduced carbon footprint
- Provide a global view of the organization in one system

## HIGH-LEVEL AUTOMATION DRIVES EFFICIENCY AND SUPPORTS COMPLIANCE

In the pursuit of operational efficiency, Steve Madden embraced high-level automation with ADP Lyric HCM, a comprehensive solution offering an extensive payroll system and a complete suite of talent management tools, including recruiting management, compensation, performance, data analytics and reporting.

The result was an automated, efficient workflow that eliminated manual tasks, such as the legally mandated provision of wage statement notifications to employees — a process now executed seamlessly with every payroll cycle. From a recruitment standpoint, automating data entry has ensured the seamless flow of information from application to payroll once an employee is hired. The ability to perform bulk uploads allows Steve Madden to swiftly onboard hundreds of employees and ensure timely payment.

Beyond efficiency, Steve Madden has leveraged Lyric to strengthen compliance. Policies, like their Code of Conduct, are now acknowledged digitally by employees, and these acknowledgments are tracked within the system, transforming the previously paper-based process into a streamlined, easy-to-track, digital system.

The shift to paperless has even revolutionized the termination process. Rather than passing around physical papers for signatures and mailing them to HR — a process prone to loss and delays — terminations are now managed instantaneously within the system, saving time and reducing costs associated with paper use and postage. Moreover, Steve Madden's use of the Paycard by Wisely® adds an extra layer of fraud protection and helps ensure compliance for final paycheck processing across all states.

The benefits of this digital transformation have been profound. By reducing manual tasks, the HR team can focus on strategic initiatives. Lyndsey Benson, vice president of human resources, attests to this, stating, "Partnering with ADP has had a significant impact on our business. We can now execute tasks quickly that used to consume our time, allowing us to concentrate on other priorities such as engagement, diversity, equity and inclusion (DE&I), and learning and development — areas we couldn't focus on before."

## A CONSOLIDATED VIEW OF KEY METRICS TO SUPPORT DE&I

Before implementing Lyric, Steve Madden found pulling reports very time-consuming. To ensure pay equity, they had to gather data from multiple sources. With Lyric, they can effortlessly extract analytics on turnover, diversity, equity and inclusion. Additionally, they can retrieve metrics on recruiting to identify the most effective candidate sources. "DE&I and pay equity are top priorities for us. Previously, compiling a report in Excel took days, requiring us to consult multiple sources for salary range data. Now, with a single click, we can easily access and analyze that information. We can create salary bands and benchmark effectively," explains Benson.

## EMPOWERING EMPLOYEES AND MANAGERS WITH SELF-SERVICE

At Steve Madden, continuously building engagement is a key goal. To achieve this, the company implemented self-service tools that empower employees to update their personal information effortlessly. This data seamlessly integrates into their HR and payroll systems, ensuring instant and accurate processing. Additionally, managers benefit from self-service features that allow them to review and rectify time punches before payroll processing, effectively minimizing errors. Managers can also conveniently access direct reports' salary information without contacting HR. By prioritizing self-service and streamlining these processes, Steve Madden enhances efficiency and provides a seamless experience for all stakeholders.

Erin Cruz, director of human resources, explains, "We launched position management to assist our managers in viewing the organizational chart. This system allows managers to access their employees' information and suggest promotions or upcoming raises for specific individuals. Additionally, employees can upload their photos, allowing everyone to put names to faces. Another empowering solution is the health and welfare service engine, which enables employees to select their health benefits online. They can quickly review benefit summaries and payroll deductions by using the search bar. The user-friendly system ensures that employees can easily find everything they need."

## ADAPTING TO THE CHANGING GLOBAL WORLD OF WORK

A significant challenge for global organizations is overseeing employees in different countries. Lyric provides Steve Madden with the capability to track and report on its global workforce. According to Benson, "We have employees all around the world. We have never been able to have oversight of our employees in other countries until Lyric. The fact that the system supports multiple languages and dialects is very appealing to us."

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—Lyndsey Benson,  
Vice President of Human Resources

## A TRUSTED PARTNERSHIP

Benson says one of the most impactful results of Steve Madden's partnership with ADP has been the change in how HR is now viewed internally within the organization.

"My department is now seen as strategic and innovative. I'm proud that the executives come to us to ask us for advice, input and trusted analytics, and now we're able to provide all of that."

"We've been partners with ADP for over 27 years. They have consistently understood our needs and offered invaluable support, expertise and innovation to get us to that next level. As Steve Madden has grown, ADP has been our trusted provider of cutting-edge and comprehensive applications. They have stood by us every step of the way," explains Patrick Chen, director of payroll and accounting.

Cruz agrees. "The partnership between ADP and Steve Madden has been phenomenal. We have always had a dedicated HR representative who truly understands our business needs. The most valuable aspect of Lyric for Steve Madden has been its tremendous impact on reducing our carbon footprint. Thanks to this partnership, we were able to transition to a 100% paperless application process for recruiting and have successfully maintained a paperless workflow for our internal processes. This achievement is a top priority for Steve Madden, and we take great pride in our commitment to sustainability with the help of ADP."

## ON WINNING THE INNOVATION AT WORK AWARD

The Innovation at Work award recognizes organizations dedicated to fostering workplace innovation. Steve Madden is a prime example of such a company, embodying this core value.

Benson reflects, "For us, this wasn't a small task. We weren't just implementing payroll or a human capital management system. We went all in. The commitment was total, embracing position management, benchmarking, and now, learning management. The rollout of Standout is currently in progress. The journey from where we started to where we are now has been remarkable. As an HR and payroll department that was always so reactive, it's exciting to now be at the forefront of cutting-edge practices. I'm proud of all that we've accomplished."

Cruz adds, "I'm really excited about winning the Innovation at Work Award. This achievement is a testament to the HR and payroll team's hard work and dedication. We continue to explore the system's capabilities, identifying areas for improvement and opportunities to streamline our internal processes further. ADP has been a great support throughout this journey."

Chen comments, "Steve Madden won the Innovation at Work Award for our commitment to staying ahead of the curve by embracing the most comprehensive and innovative HCM system available, Lyric. In the past, we were always playing catch-up, but now I feel like we are trailblazers."



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