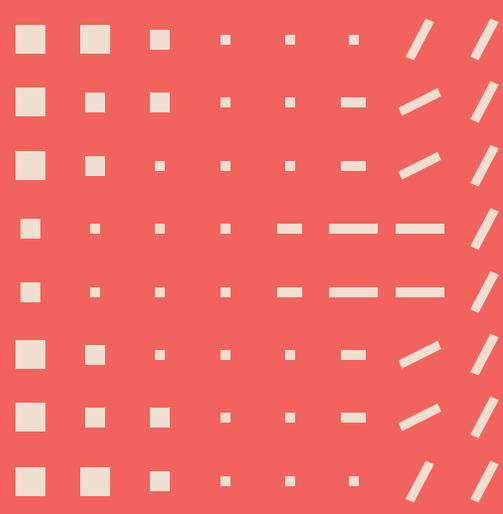


Enabling a people-first culture



Scott Culbreth
President and CEO



Kim Coldiron
Chief Human Resources Officer



Kristie Ostrander
Director of HR Operations

With a mission of creating value through people, American Woodmark is a market-leading cabinet maker committed to delivering great products through over a dozen brands. With a mix of modern and aesthetic designs sold through home center retailers, dealer-distributors and national big builders, American Woodmark brings the uniqueness of the individual into their home. Learn how American Woodmark leverages ADP Vantage HCM to drive their people-first company culture.

Quick facts

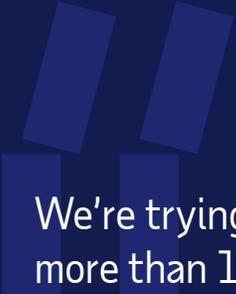
-  **Company:** American Woodmark Corporation
-  **Industry:** Manufacturing
-  **Headquarters:** Winchester, Virginia
-  **Employees:** 10,000+ globally
-  **Award:** ADP® Meeting of the Minds 2023 Client Award for Culture at Work
-  **ADP products featured in this story:** ADP Vantage HCM®, ADP DataCloud, Wisely®

Learn more about
American Woodmark Corporation
at americanwoodmark.com

A people-first culture

Scott: American Woodmark's culture is defined by our mission statement, vision statement and set of values. The overarching theme is creating value through people. Underneath this are our CITE principles, representing the four concepts that define how we get our work done: customer satisfaction, integrity, teamwork and excellence.





We're trying to reach more than 10,000 people across many locations every day. We need a way to communicate back and forth, and ADP Vantage HCM provides that solution. We use MyADP to communicate changes and upcoming news with our employees. And with the ADP Mobile app, we've had a lot of success supporting our employees. The app provides them an easy way to access their personal information, look at their pay stubs, submit requests and make changes on demand. From an HR perspective, that's super helpful for our team.

Kim Coldiron
Chief Human Resources Officer

Kim: At American Woodmark, we put people first. Our culture is the foundation of the customer experience. When employees are working together collaboratively and happy that their needs are being met, they're going to provide the highest level of service. We start teaching our CITE principles during our new employee orientation and offer training throughout the employee lifecycle. This is reinforced and embedded in our culture and can be found in each and everything we do, from the tools we use to the language we speak. It creates a collective understanding for our employees that's reinforced in our daily activities.

Engaging employees across the U.S.

Kim: With 18 manufacturing and distribution facilities and eight primary service centers across the U.S. and Mexico, we're trying to reach more than 10,000 people across many locations every day. We need a way to communicate back and forth, and [ADP Vantage HCM](#) provides that solution. We use MyADP to communicate changes and upcoming news with our employees. And with the [ADP Mobile app](#), we've had a lot of success supporting our employees. The app provides them an easy way to access their personal information, look at their pay stubs, submit requests and make changes on demand. From an HR perspective, that's super helpful for our team.

Kristie: Employee engagement with MyADP is at 84 percent and 87 percent on the ADP Mobile app. Prior to ADP, our people didn't have access to their information online. Now, it's at their fingertips. They have it when and where they want it to check their pay, review their benefits and compare paychecks, especially at the first of the year, with last year's paychecks to see how deductions may have changed. Whether from their desktops or their mobile devices, MyADP has been a phenomenal benefit for our employees.

Talent and performance insights drive accountability

Scott: As an organization, we spend a lot of time cascading goals and scorecards. That's one way we're able to empower our employees. We've given them a clear line of sight as to what their responsibilities are and what outcomes we expect. We use ADP Talent Insights to evaluate our employees. We don't just talk about their contribution to the goals that we've established, but also how they contribute to the culture.



Kim: The partnership with ADP was very helpful when we were going through transitioning our performance management into the system. We used to do performance management manually; it was all on paper. We do things a little differently than other organizations and that partnership was critical in being able to have the systems mimic what we were doing on paper. We've been able to load that into ADP through the performance and talent modules. Now, our employees use Talent Insights to communicate things like whether they are willing to relocate, where they would like to go and their desired career path. This information is invaluable when we're succession and workforce planning to help us make better decisions about our employees.

Kristie: We utilize the Vantage HCM compensation module, tying our merit process into our culture and performance. We're a "pay-for-performance" organization, so performance is measured by how well employees follow the culture and engage with our cultural tools. It ties directly back into the compensation module, making it more seamless for us to apply merits from both a salaried and an hourly employee perspective. As a result of us using ADP's performance and talent modules, we're able to expand on our organizational development process, allowing us to increase the information and visibility for our managers and senior leadership.

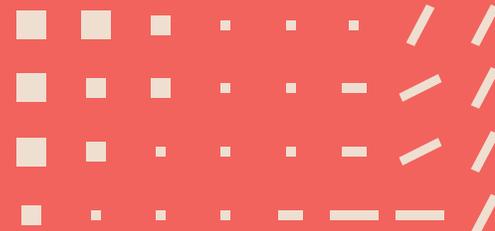
Automating benefits saves time and creates opportunities for personal connections

Kristie: For us, ADP turned the benefits world on its head. Prior to ADP, we did everything on paper. At one time, we had 8,000 employees submitting paper forms during the benefits enrollment period. And because it was a one-person department at the time, it literally required two full weeks of data entry work. Employees didn't have access to anything. They couldn't see their benefits, beneficiaries or dependent information. Today, our annual enrollment is much easier because we post all annual benefits enrollment information in ADP. Our employees can view their current benefits and enroll for the upcoming year online without ever having to fill out a paper form. Now employees can log into ADP from home, sit down with their partners and family to review our benefits and how they work to determine the benefits that are right for them. It has saved us so much time and freed up the benefits group to spend more time engaging with employees, answering questions and providing information rather than being transactional.

Prior to ADP, year-end Affordable Care Act (ACA) processing would take four to six weeks because we would have to wait. Now, we're able to review for errors every month. At the end of the year, the process now only takes a couple of hours to get the approvals, and everything is filed and processed for employees. With ADP, I've gotten six weeks of my time back. Using Vantage has not only saved us a lot of time, it's also helped us remain in compliance with new regulations.

For us, ADP turned the benefits world on its head. Our employees can view their current benefits and enroll for the upcoming year without ever having to fill out a paper form. It has saved us so much time, freeing up the benefits group to spend more time engaging with employees, answering questions and providing information rather than being transactional.

Kristie Ostrander
Director of HR Operations





Our HR locations use ADP DataCloud dashboards to pull information for our scorecard metrics, quickly and without a lot of manual intervention. Things like head count, turnover and benefits enrollment information are all pulled directly from the dashboards — by multiple users at any given time. It's phenomenal to get information in real-time.

Kristie Ostrander
Director of HR Operations

Consolidated data now available in real-time

Kristie: From my perspective, the single most impactful change has been the ability to tie everything together. Our HR locations use [ADP DataCloud](#) dashboards to pull information for our scorecard metrics quickly and with very little manual intervention. Things like head count, turnover and benefits enrollment information are pulled directly from the dashboards – by multiple users at any given time. It's phenomenal to get information in real-time.

Driving engagement through flexible pay

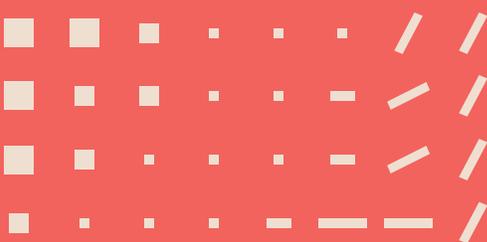
Kristie: We offer the [Wisely](#) pay card to employees as an alternative method to receive their pay. They like the flexibility to have separate accounts, the ability to tell us how they want their money and the flexibility to have access to their money two days earlier than payday. I use Wisely for my daughter — she has her own card and loves it.

On winning the Culture At Work award

Kim: At American Woodmark, our culture is real. Having our company recognized and celebrated for the hard work and the dedication of our employees is something I'm very proud of.

Scott: I was excited when we got the news that we won the award from ADP. It validates all the work that our employees put forth in building a great culture here at American Woodmark.

Kristie: People know about the culture at American Woodmark. It's an important reason why people come to work here, and why they stay. Winning this award validates that we're doing the right things. We put our employees first because they're important to us.



ADP aligns with our culture and helps drive our business forward

Kim: I would characterize our relationship with ADP as a true partnership. ADP was a true partner when we needed to find a solution, and has been there when we implement something new or test out an idea. And when we're looking for a use case or a best practice, we can simply reach out to our partners at ADP. As a global provider, ADP offers many user-friendly applications, in multiple languages, allowing us the flexibility to provide solutions from a domestic or international employee standpoint. They've been really helpful in finding solutions that meet our needs while also being culturally aligned.

My advice for other organizations working on their culture is to start with your people. Allowing them to contribute to the way the organization evolves over time is the key. The rest will follow.

Kristie: We chose ADP because it allowed us the ability to have everything in one place — a one-stop shop. For a long time, everything was very manual and managed by one person. Moving to ADP Vantage HCM forced us to take a closer look at how we do things and ask, "Does this process make sense or do we need to change how we look at how we manage it? Are we in alignment with how other employers are doing it or are we still stuck in the old way?" Since implementing ADP Vantage, the time we've saved is now spent with our employees — creating value through our people. That's time well spent.

Scott: I think the culture of our organization drives better engagement and decision-making. As we bring folks together from different functions, backgrounds and experiences, we make better decisions that ultimately lead to better results.

Bolster your culture and drive growth with ADP

Get the tools you need to help support the culture of your business.

-  **ADP Vantage HCM:** ADP Vantage HCM offers global compliance capabilities, powerful technology and expert service that helps you enable great teams, enhance workforce agility and improve the employee experience.
-  **ADP DataCloud:** ADP DataCloud is a powerful people analytics solution designed to help you deliver actionable insights to all the right people in your organization.
-  **ADP Mobile Solutions:** ADP Mobile Solutions provide secure and convenient HR and payroll data and tools for simple, anytime access across devices.

Don't see what you're looking for?
Explore everything

We chose ADP because it allowed us the ability to have everything in one place — a one-stop shop. Since implementing ADP Vantage, the time we've saved is now spent with our employees — creating value through our people. That's time well spent.

Kristie Ostrander
Director of HR Operations



Always Designing
for People®