



# Gaining time to focus on employees

Sarah Garcia is the Director of Human Resources for DoubleDown Interactive, the leading developer of "fun-to-play" online casino experiences. The company employs about 145 employees, primarily software developers, in Seattle. When a Korean company purchased DoubleDown Interactive in June 2017, Sarah and her three-person team were tasked with implementing new HR programs and revising old ones while still focusing on maintaining and promoting employee engagement. We recently spoke with Sarah about her experience moving from SAP to ADP®. Here's what she had to say:

## On challenges and frustrations

When our business unit was acquired in June 2017, my first thought was, "I need a system that people will actually be able to use effectively and efficiently." SAP wasn't a user-friendly interface at all, so the HR practitioners in our former parent company and our employees had difficulties using the system because it was so complicated.

Therefore, when looking at a new system, I knew my goal was to reduce the number of manual processes that we used, and I was looking for intuitive self-service so employees could enter their PTO themselves for manager approval. This was something they could never do in our previous system because that functionality was buried, so we weren't even sure employees entered their time off. This was frustrating for everyone on the HR team because we heard nothing but complaints.






## On moving forward with ADP

I had six weeks to get payroll and benefits up and running for the acquisition. My first call was to ADP because I'd used them at my previous studio, and I knew I could count on them to help me get the job done in the timeframe I needed.

Sarah Garcia  
Director of Human  
Resources



## Quick facts

-  **Company:** DoubleDown Interactive
-  **Headquarters:** Seattle, Washington
-  **Industry:** Entertainment
-  **Employees:** 145
-  **Product:** ADP Workforce Now®

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**DoubleDown Interactive**  
at [doubledowninteractive.com](https://doubledowninteractive.com)



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I knew ADP Workforce Now® would be easier and more intuitive than our previous system, and I knew it would do the things I wanted it to do. I also knew that ADP was going to have a self-service user interface that all my employees could understand and start using very easily. The self-service in our previous system was not accessible — it was very difficult for employees to find, so we spent a lot of time in HR helping people with simple problems instead of focusing on being more strategic.

Best of all, I knew that ADP was going to be a much better partner for me — a partner that would help me eliminate support tickets because employees would be able to intuitively know where to go to request time off, change their address or their direct deposit account, or print their pay stubs for income verification when they were buying a new car or applying for a mortgage. I just knew that ADP could provide all that functionality and work really well for our workforce.

### **On implementation without the hiccups**

Our ADP implementation team was fantastic. They partnered with me every minute of every day as we neared our deadline to run our first payroll, and I would not have been able to pull it off without them. The file we had to bring from our previous system into ADP Workforce Now was extremely complicated. ADP is a proven partner for me because they're able to decipher data that comes from other vendors, even when that data is very complex. We submitted payroll 30 minutes prior to the deadline. We were at the 11th hour, but we got it done. That was one of my proudest moments during implementation.

### **On self-service that increases employee engagement**

Previously, managers were constantly asking me if their employees had entered their time off and I had to contact payroll to get an answer — it was very time-consuming. We rolled out self-service with our ADP implementation because we wanted to empower our employees to make their personal changes whenever they wanted to instead of having to contact HR, and it's been a really great journey. With the ADP mobile app and self-service, managers can log in, look at their team members' requests for time off, look at their calendars, look at their PTO balances and approve or deny their time off. Everything is visible. This is a huge time saver and a perfect fit for the technical workforce we have.

Culture is vitally important to us in the Seattle market, because we compete heavily with much larger companies for talent. ADP Workforce Now has really helped with employee engagement because it eliminates so much distraction for employees. They only have to go to one place to look for their information and make any changes. It helps them focus more on their work and eliminates a lot of frustration for them, and for HR. With employee self-service, I'm no longer fielding questions from employees on how to access their data. Literally, in the past, my door would open and someone else would be right there to talk to me. I'm now saving so much time with ADP.

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## Staying competitive with talent

With all the time we are saving, we now have the bandwidth to review all of our current programs to make sure that they remain competitive in the marketplace. We can build out more robust talent acquisition processes so that our employment brand is getting stronger. I've also been able to focus a lot of my time on leadership development. Just like any tech company, we have great individual contributors who become managers with little training and background. Now, I have time to develop some really great programs for them and can think about the best training for each individual so they can achieve their goals as managers.

## On the benefits of a one-stop shop

One of the biggest bangs for my buck that I got from going with ADP was a one-stop shop for my employees and managers. Previously, we had four or five different systems they had to log into for performance management, compensation, benefits and time off. It was a constant source of pain for HR because we were always trying to help people navigate the systems, which really bogged us down. In moving to ADP Workforce Now, we've been able to implement all the different modules — performance management, compensation, payroll, benefits and onboarding. Managers just go to one place for everything — ADP Workforce Now.

## On the ability to focus on strategy

ADP has allowed us to look more to the future and define the strategic vision of what we want for HR. We now have time to think about what the future should look like and ways to match our HR department goals with our company goals. We've been able to implement so many amazing programs for employees because we have time to work on them. We just rolled out a wonderful spot award bonus program. I wanted to make sure that it was competitive, and I was able to do a really polished job on it. Now we're able to reach higher levels of employee engagement. Previously, we were really bogged down with being very reactive; ADP has allowed us to be proactive. And since we've implemented ADP Workforce Now, I'm no longer working 60 hours a week and my husband sees me for dinner. He loves that.

#workingfor

I'm working for the ability to help my employees reach their maximum potential. I can do that by giving them efficient and effective tools. I'm also working to make sure that we meet all of our goals as an organization. Having ADP as a partner allows me to focus on where the business is going and to help the employees meet all of our goals.

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