



Launching his own call center

After 15 years working in customer service for other companies, Danny Dawkins decided it was time to open a call center of his own. Diversity Dynasty is a virtual contact center that also offers website design and data entry.

I knew ADP® was safe, secure and user-friendly

I've always wanted to run my own call center, but I'd never done payroll before, and I'm not good with accounting stuff. I wanted to make sure my agents would be paid properly and all the taxes would be handled correctly, so I figured I should find a company that could help me.

I looked at QuickBooks and Homebase, but I decided to go with ADP. I've worked for other companies that have used ADP, so I know they're safe, secure and user-friendly. And I felt they'd be better able to grow with my company.

It turns out that every agent I've hired so far has heard of ADP, and they were excited to partner with me because I'm using them. It made them confident that they would get paid — and not just through CashApp or something like that.

ADP lets me concentrate on growing my business

The onboarding process was simple, and the ADP team was very helpful with my first payroll. I had someone on the phone walking me through the whole thing. So far, payroll has run very smoothly, and the service has been phenomenal. And if I ever have any questions, I just call Stephanie, my ADP representative, who's always quick to respond.

I gave my agents employee access accounts, so when I sign them up, I can just send them a link to enter their own personal information. There have been no issues with that and the agents say they find it user-friendly.

By making it so easy to run payroll, ADP has helped me concentrate on growing my business. I would highly recommend them to anyone because they're knowledgeable and they really want to make sure everything HR and payroll related runs smoothly.



Danny Dawkins
CEO

Quick facts

 **Company:** Diversity Dynasty

 **Headquarters:** Easton, PA

 **Industry:** Customer service

 **Employees:** 35

 **Established:** 2021

 **Website:** DiversityDynasty.com

Business challenge: A first-time business owner needed help managing payroll so he could focus on growing his company

How ADP helped: RUN Powered by ADP® made payroll simple and easy with ADP customer service there to provide one-on-one help when needed

