



Remaining focused on wellness helped by ADP®



Shalena Brown-Best
Owner and CEO

Quick facts



Company: Elements Massage



Headquarters: McKinney, Texas



Industry: Massage Therapy and Wellness



Employees: 6-10



ADP products:
RUN Powered by ADP



Always Designing
for People®



elements
massage®

Elements Massage is a leading wellness brand dedicated to helping people live happier, healthier lives through therapeutic massage. The brand has made a name by providing high-quality, personalized massage services tailored to each client's needs. At the core of their mission is the Elements Way, a commitment to improving the quality of life for anyone who chooses their services.

Business challenges

- Hiring and retaining qualified employees
- Communicating company policies, procedures and expectations

Elements Massage faced challenges often seen by many small businesses — juggling multiple responsibilities, including finances, marketing, hiring and more. RUN Powered by ADP® helps make it easy to run payroll, resulting in one less thing to worry about and keeping their focus on providing customers with an experience that benefits and promotes health and wellness.

The simplicity of using RUN

Having ADP in their corner helps provide confidence, knowing that ease of use is the standard to expect from using RUN and help is available whenever needed. With its easy-to-navigate interface, the streamlined experience makes managing payroll and HR issues less stressful. "What I love about RUN is how simple it is to process my payroll, removing that worry from week to week. RUN's phenomenal tools and resources help me solve my problems quickly whenever I encounter an issue. It makes being a small business owner easier," says Brown-Best.

Keeping focused on the guest experience

Providing guests with a premium experience starts with Elements team members. The company is proud of its reputation for providing first-class services. Delivering on that expectation requires eliminating potential distractions for the staff. With access to the ADP Mobile app, employees enjoy the benefits of having the services they need at their fingertips, when and where they need them. Adds Brown-Best, "For my team, the ADP Mobile app makes it easy to navigate the system to access what they need — personal or pay information — on their own time, without distraction. This helps them remain focused on delivering the best client experience. For me, it helps save time I'd otherwise have to devote to answering questions they may have and focus on other business needs. It's a win for everyone!"

Informing employees made easier

Looking to provide clear guidance and expectations of the company to its employees had previously been challenging. However, with the Employee Handbook Wizard available in RUN, it was easy to create a professional-quality employee handbook, with legal requirements based on state and federal employment law already covered, in just a few simple steps. "I love the Employee Handbook Wizard! It was so fast and simple to add specific information about the business and create a comprehensive handbook. It made it easy for legal review and revisions where needed. It was phenomenal," says Brown-Best.

Recruiting and hiring driven by data

Finding and retaining employees who are integral to the services provided by Elements Massage is always a top-of-mind consideration, and ADP delivers the tools to help position itself as an employer of choice with exclusive data-driven salary insights to help hire with confidence. Adds Brown-Best, "I recently started using RUN's salary benchmarking tool, and it's been great. Ensuring I'm competitive for positions in my area is critical for successful recruiting and hiring."

Recommending RUN

The investment in ADP has helped to simplify everyday tasks and responsibilities, which is critical in helping the company better manage its business. From a technology standpoint, RUN's comprehensive payroll and HR capabilities provide a great user experience. Says Brown-Best, "ADP has done a great job staying current on payroll technology, providing helpful HR tools and resources and an easy-to-navigate mobile app. Like almost any service, it's only as good as what you use. With so many valuable resources on the platform, I recommend utilizing everything RUN offers."

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—**Shalena Brown-Best**,
Owner and CEO,
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