



Comprehensive support for payroll and HR

In 2017, Elena Seidita was hired by Five Star Equipment's CEO, Bill Farrell, as a director of human resources. Five Star Equipment has been a leading John Deere Construction and Forestry dealer for 40 years. They sell, rent and service high-quality equipment including leading brands such as John Deere, Hitachi, Bomag and Fecon — just to name a few.

There are seven full-service locations across Pennsylvania and New York staffed by knowledgeable team experts. In managing these seven locations and one corporate center, their manual payroll and other HR processes were time-consuming and inefficient. We spoke with Elena to learn how they utilize ADP® Comprehensive Services to more effectively and strategically manage the organization's HR-related functions.

On choosing ADP

Five Star Equipment recently celebrated its 40th year as a construction equipment dealer. I was hired in 2017 and inherited the firm's antiquated payroll processes. Timecards were still used in all eight locations and checks were cut on a weekly basis. This was a heavy administrative process.

After evaluating several vendors, I recommended we use ADP and our CEO agreed. I was very happy with ADP and their services from a previous employer. We selected ADP in early 2018 and implemented in July 2018. Since the implementation process, I've been very happy with their services. Payroll is now automated and done bi-weekly, and we use direct deposit for employees, which saves us time and money.

Elena Seidita
Human Resources
Director



Quick facts

-  **Company:** Five Star Equipment
-  **Headquarters:** Dunmore, Pennsylvania
-  **Industry:** Commercial equipment dealer
-  **Employees:** 150+
-  **Locations:** 8
-  **Website:** fivestarequipment.com

Business challenge: Previous payroll provider utilized a manual, time-consuming process and offered no HR support.

How ADP helped: ADP Comprehensive Services provides ongoing HR support and guidance from a team of seasoned HR specialists, plus payroll administration, data analytics, employee training and performance management.



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On using ADP Comprehensive Services

In addition to payroll, we turn to ADP Comprehensive Services for support in a variety of other areas. We're currently in the process of developing a performance management process. We're working closely with a strategic partner at ADP who is an expert in this area, both in terms of the philosophy and functional parts of performance management.

On a more efficient recruitment process

We also use ADP's recruitment tools to streamline the hiring and onboarding processes. We post all our jobs through ADP's portal, which is tied to our company's website and external career sites such as LinkedIn, ZipRecruiter and Monster. We no longer have to pay to post our jobs on other platforms. We're now able to have our branch general managers involved, and they have real-time access to their candidate postings, so they can make timely interview decisions.

On employee engagement

One of the ways we help with employee engagement and retain our talented employees is through ADP's training platform. It's such an important aspect of an employee's life cycle and we're happy to provide ADP's training. For example, in New York it's mandatory to provide annual sexual harassment training. ADP made it so easy to send out the instruction, have the employees log in for the training and see the results.

On a better benefits solution

ADP has also helped us to streamline our 401(k) processing. Prior to ADP, on a weekly basis we would receive reports from our previous payroll provider and our HR manager would hand-key all of the 401(k) contributions. Not only was this time consuming, it also increased the risk for errors. ADP offers an automated process with a seamless, paired connection between payroll and our 401(k) provider.

On driving results with data and analytics

I love ADP's data and analytics. It has been phenomenal to pull reports and see how turnover is trending over time, as well as access other HR-related metrics we want to track. For example, our branches had little visibility to overtime prior to using ADP. On a branch-by-branch basis, we can now track overtime and we receive automatic notifications when an employee is getting close to reaching overtime. We can now determine if we're incurring these costs in the right areas. This has had a huge impact for us.

On support from their ADP relationship manager

I work very closely with our ADP relationship manager. She does a great job for both ADP and our company. No matter what happens, she's immediately right on top of it and is an advocate for Five Star Equipment. This allows me to be more strategic, as well as manage the tactical aspects of HR.

On recommending ADP

I would absolutely recommend ADP. We've experienced huge time savings. Not just in terms of payroll, but also related to new hires. We no longer manually input this information. It's now automatically done and is tied into payroll and benefits providers.

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