Elevating the value of compensation insights with ADP® DataCloud

Quick facts

Name: Smurfit Kappa Group

Industry: Packaging supplies manufacturing

Established: 1934

Employees: 5700

Location: Irving, TX

Learn more about Smurfit Kappa Group at smurfitkappa.com/us

Smurfit Kappa is a world leader in paper-based packaging with operations in 23 European countries and 13 countries in the Americas. Its history and expertise help to constantly update pack design and innovations to provide the optimum choice of packaging supplies. Finding a payroll solution that could easily provide visibility of employee compensation levels across the industry and organization was a top priority. Rachel Andrade, payroll and compensation manager, shares her story with ADP.

Overcoming challenges with ADP Workforce Now® and ADP DataCloud

When I joined the company three years ago, we needed to find a way to standardize practices within the payroll department, specifically how we could operate more efficiently with the help of reliable reporting and how that data could allow us to make more informed decisions. We use the ADP Workforce Now platform as our payroll solution and it's been great. We process payroll for our hourly employees weekly and bi-weekly for our salaried employees, so we're processing every week. But previously — from a reporting perspective — the platform was not being utilized to its fullest and with the pay frequency we have, it's easier to make mistakes on updates or changes if you don't have reliable reports to help manage the payroll process. But with ADP DataCloud, there are literally hundreds of standardized, real-time reports available which has helped our payroll team avoid mistakes each cycle since implementing reporting as part of the process. And we offer our teams these reports prior to and after payroll — from local HR all the way up to the controllers — so they can audit each item to help ensure that we're following through with what we're being told to change.

ADP DataCloud makes my job easier

I am a Certified Payroll Professional (CPP) with 18 years of experience. I am an admitted payroll and software enthusiast. In my role, I manage the payroll financials and oversee the payroll processing in the department as well. I am the connection point between three very segmented departments — payroll, finance and HR — having reporting responsibilities to all three areas. To say I am in reporting is a bit of an understatement — I live in reporting. I handle the month-end reporting, general ledger reporting and post everything in SAP®.

I rely heavily on ADP DataCloud to generate all the reports I need and standardize them to successfully complete the process every week and every month to meet specific deadlines when things need to happen.

Rachael Andrade
Payroll and compensation manager

As a result, I rely heavily on ADP DataCloud to generate all the reports I need and standardize them to successfully complete the process every week and every month to meet specific deadlines when things need to happen. As a result, being able to build out those reports simply and quickly, having them appear on a standardized timeline and being able to rerun them consistently provides me complete peace of mind. It also provides me the opportunity to follow through with my processes and responsibilities very efficiently, making the best use of my time.

Introduced to Workforce Compensation Analysis

I was contacted recently by an ADP team member, asking me if I would be interested in walking through a demonstration of a recent feature available in ADP DataCloud — Workforce Compensation Analysis (WCA). As a complete fan of ADP DataCloud's capabilities, I was onboard immediately. One of the most valuable results I have found from using WCA is being able to access all our pay data in one place. From a visual perspective alone, it's been great to be able to walk our leadership team and hiring managers through a detailed screenshot of compensation structure and how it measures up against the external market on a broader scale. But, also the ability to dive into more granular detail to illustrate how we compare in Arkansas and Oklahoma. For example, there have been issues with driver pay recently. Obviously, the world has changed drastically due to COVID-19 and getting CDL drivers has been a nightmare for some companies. So, when drivers are coming in saying another company is offering $23 an hour compared to the $20 we're offering, I can quickly use the WCA feature to verify whether that information is accurate.

We were able to verify that in some locations we were paying very competitively while not as competitively in others. In the case of the drivers in Arkansas and Oklahoma, we reviewed the data last fall and gave increases in compensation in November and again in February. We're looking to do it again this coming fall. It's been extremely beneficial to pull screenshots from Workforce Compensation Analysis to show our general managers and recruiters that the data is ever moving and not stagnant so they can confidently make decisions that can help keep us remain competitive in our markets.

Benefits of benchmarking and effects on hiring

From a compensation perspective, I utilize the ADP DataCloud benchmarking capabilities daily. My new favorite thing is the internal compensation review that we created within Workforce Compensation Analysis. It is the most beautiful thing in the world for me. It has been a lifesaver because I can go in and pull my internal comps and external comps so much faster than before. It's my biggest happy place right now!

![ADP logo] Always Designing for People®

"

It's been extremely beneficial to pull screenshots from Workforce Compensation Analysis and illustrate to our general managers and recruiters that the data is ever moving and not stagnant to confidently make decisions that can help keep us competitive in the market.

Rachael Andrade
Payroll and compensation manager

I'm also confident that the insights we are gaining will have a positive impact on our retention and recruiting efforts. We make every effort to pay very fairly. And I think we have a very good practice in paying at or above market rate. Most manufacturing companies are looking to pay employees the lowest rate possible. There are times when job titles don't necessarily translate across companies, although the responsibilities and descriptions may be similar. As a result, we had some people who were grossly underpaid and others grossly overpaid. Utilizing ADP DataCloud's benchmarking capabilities we've been able to match what similar companies with similar positions are paying their employees. This has really changed our approach to establishing a compensation structure that allows us to make more informed decisions and get people in line with what is marketable.

Raising the bar on service level

I also can't stress enough how important reliable service and a strong team is and I truly believe, across the board, our ADP service team is the absolute best there is. Our ADP Relationship Manager has been an amazing partner for our company given the challenges we started with. And I think our ADP benefits team is an absolute treasure! Each one of them works very hard to get us what we need. Any time I have contacted ADP with a question or issue, they may not have the answer right at that moment, but they'll research and get back to me with an answer. Having that level of service and resource is a tremendous support for our business. It provides me with peace of mind and a level of confidence that we're getting help when and where we need it. As much as I love how much faster and easier ADP Workforce Now helps me do my job, the people are also one of my favorite things about ADP.

ADP
Always Designing for People®