



# An officer and a pizza joint

Maurice Kelly is a former military officer and reserve naval intelligence officer who decided in 2017 to open a pizza restaurant. After 18 months in business, he was approached by Matchbox, a rapidly expanding chain of fast-casual restaurants, to be their first franchisee. In December 2019, Maurice reopened his restaurant as Matchbox Charlottesville.

## You couldn't pay me to go back to Paychex

For me, back office is extremely important. Payroll, HR, accounting — those have to run smoothly if I'm going to focus on my business. But when I started out, I was a Paychex client, and it was a horrible experience. My background is in information systems, and the Paychex service was not user-friendly. If I were entering payroll and I got called away, the data wouldn't autosave, and I would have to start all over again. I've got enough to do running my restaurant — I want to get into payroll and get out quickly. With Paychex, the whole process was daunting.

I was talking to my bank, and they introduced me to my local ADP representative. Once I had a chance to dig into the RUN application, it was night and day. And they made the migration easy — I didn't really have to do any of the leg work. Now, you couldn't pay me to go back to Paychex.

## ADP helps me retain employees

RUN is a case study in how to build a good web application. It's all very well thought out. It's all on one screen and there aren't many clicks. I just enter the hours and tips for every employee and RUN takes care of the rest. If anyone is ever looking at how do you build the most optimal web app interface, ADP has done it.

The customer service is also a huge benefit to my business. In a restaurant, if you have an issue with a paycheck, there is a high probability you will lose that employee that day. But if I have issues, I can call up ADP and get it taken care of — even on a Sunday. I remember the first payroll we ran, there was a direct deposit that went into the wrong account. But ADP said, "We'll put a stop on that check. We don't have to wait till Monday." Honestly, that kind of service helps me retain employees.

## What are you waiting for?

ZipRecruiter has also been extremely helpful. In Charlottesville, most employers rely on Indeed. But my God, the fees! I'm not hiring nuclear physicists! I used ZipRecruiter to find both my executive chef and my general manager, and it's all included in my ADP fee. And the caliber of applicants is much better.

With ADP, I save the money I would have to pay a full-time accountant or HR person. If I were talking to another restaurant owner who was thinking about using ADP, I would only have one question for them: What are you waiting for?

## #workingfor

I'm working to build a great team of people, and I can't do that if I'm sitting at a desk all day saying "not now" anytime someone has a question. With ADP, I have tools in place that let me mimic a large corporation and streamline those processes, so I can focus on making my team and my guests happy.

**Maurice Kelly**  
Owner



## Quick facts

- Company:** Matchbox Charlottesville
- Headquarters:** Charlottesville, VA
- Industry:** Restaurant
- Established:** 2017
- Employees:** 45
- Locations:** 1
- Website:**  
[matchboxrestaurants.com/charlottesville](https://matchboxrestaurants.com/charlottesville)

**Business Challenge:** Running payroll with Paychex was time-consuming and frustrating, resulting in less time to focus on growing the business and building a team.

**How ADP Helped:** RUN Powered by ADP® (RUN) reduced the time spent on payroll, and access to ZipRecruiter made it easy to build a great team.



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