Recruitment management solutions for company-wide success

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Vern Martin
VP of Human Resources

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Stacey Denno
Senior Manager, HRIS

Jim Viola
Senior Vice President, Chief Human Resources Officer

Party City is in the business of helping others create unforgettable moments, and that all starts with their people. With their employees in mind, Party City sought the help of ADP® to create a seamless, automated process for a better candidate experience, but they didn't stop there. They expanded their dedication to their employees by empowering them with tools and technology to better manage their pay options. They also helped their HR department not only return to their core focus, but also shift into a thought leadership role within the organization. We recently talked to Party City about their experience and how ADP was able to help them reach their employee-centric goals:

Taking HR from manual to streamlined

Vern: Before we had ADP, everything was very paper heavy, and our stores really relied on HR to be an administrative arm. Since the conversion to ADP, we've empowered our team to be able to manage their human capital, so they spend less time dealing with paper and more time dealing with people and making decisions that drive our business. ADP has empowered our team to shift the role of HR to be a thought leader and a driver of decisions that impact our bottom line.

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Jim: We really needed to free up the HR department. They were just too "hands on" doing a lot of data entry. We talked a lot about getting them on the ADP application, which brings together payroll, benefits and time all in one place, which really empowered our employees to take control of their HR data.

Recruitment management made simple and effective

Jim: We first turned to ADP to help us reduce the time it takes to eliminate opportunities for job candidates to get lost within the system, and they came through. What's really important is the fact that candidates can access the site whenever they want, wherever they want, from whatever kind of device they want.

Vern: Imagine trying to source enough candidates to fill Yankee Stadium about five times. That's the number of candidates that we need to attract and source during our peak season to be able to select the nearly 25,000 people that will join our team using the ADP Recruitment Management (RM) tool. This technology has really enabled us to deliver the experience that our team is expecting, and it's the service that we want to deliver to them. Getting them the information whenever they need it, wherever they are, has really changed the game for us.

We've worked with ADP to create a resource that responds to the needs of every applicant. We get feedback across the board from those that apply, from those that we interview and those that we hire. Then we take that feedback and we incorporate it into the experience of our candidates. The ADP RM tool has really been responsive to helping us find new ways to connect with our applicant. The applicant today is changing, and RM has enabled us to keep up with those changes. And with all the additional time it saves us, we've been able to spend more time getting to know our talent, help our teams identify and assess our talent to our leadership competencies, create a framework for development and create career paths for individuals on our team, as well as help them just be better leaders who provide better experiences for their teams.

Empowering employees with pay options and visibility

Jim: The Wisely® card has so many benefits. As an HR professional, it helps us from a compliance standpoint in certain final pay states. But more importantly, it allows us to pay people the way they want to be paid.

Stacey: Mobile capabilities really created a huge impact for our employees. Having them be able to view their timecards online and look at their accruals online was a huge help for us. It cut down so many calls to payroll and even their own bosses.

Vern: We really want to empower the individuals that work for us. This year we launched myADP, and it truly helps us bring all of the tools and resources together in one location so employees can access it whenever and wherever they like. Having a mobile-enabled device, especially for our team members, is extraordinarily helpful. They can log on to see the time that they worked, for a copy of their pay stub or W-2, or they can find out information about the food truck that's coming this Friday to the office.

Improved processes for improved compliance

Vern: From a technology standpoint, ADP has really helped us implement improved processes and improved compliance, and that, in turn, has really helped HR return value to the organization. From a compliance standpoint, when I first joined the organization, we were handling our Work Opportunity Tax Credits (WOTC) manually in our stores and dealing with a lot of paper. Now, by integrating WOTC screening into our application process, we have virtually 100 percent compliance and we've been able to return just a little under a million dollars back to our bottom line. It's not often that HR can speak about the revenue that they're driving to the bottom line of the organization, and we're really proud of that number.

Stacey: We have 750 stores across the country, and we do our popup stores for Halloween during September and October. It's great to know that all the ADP tools in use help us stay in compliance. We have audit backup for every tool that we have. The reporting, which translates back into our SOX protocol, has also been phenomenal.

The future with ADP

Jim: At Party City, our mission is to create joy for our customers. We do that first and foremost by making the experience easy and making our employees happy. If our employees are happy, then our customers will be happy. Thinking about how we build upon our relationship with ADP and what we do in the future, I'm very excited to start using the ADP DataCloud analytics and benchmarking that will help us get a better understanding of our associate data and provide even more clear reporting to our senior leaders for continued success.

For more, about ADP's enterprise solutions, visit **adp.com/enterprise**

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