



SeaWorld makes a splash in payroll innovation with Wisely® by ADP®

Quick facts

 **Name:** SeaWorld Parks & Entertainment™

 **Payroll System:** Workday

 **Industry:** Entertainment


 **Established:** 1973

 **Employees:** 25,000

 **Locations:** 12

 **Headquarters:** Orlando, Florida

 **Product:** Wisely® by ADP

 **Website:** seaworldentertainment.com

Business challenge: SeaWorld experienced challenges trying to electronically pay their J1 Visa employees, who make up about 8% of their workforce as primarily summer employees, because they lacked a bank account that could be utilized in the U.S.

How ADP helped: Wisely by ADP made it simple and easy to pay their J1 employees, reducing the payroll team's need to pay them via paper checks and removing that burden from their lean three-person payroll team.

SeaWorld Parks & Entertainment™, a leading theme park and entertainment company, provides experiences that matter and inspires guests to protect animals and the wild wonders of our world. The company has 12 park locations and 25,000 employees, the majority of whom are hourly workers.

Angie Maynard is the payroll manager for all SeaWorld locations, working with Crystal Edwards, a payroll administrator, and one other payroll staff member. This lean group of three is responsible for processing payroll, monitoring and answering inbox questions from employees, periodic tax filings, processing wage garnishments and overseeing Wisely by ADP. They also produce 250,000 W-2 forms each year.

We recently caught up with Angie and Crystal to talk about the company's decision to move from their previous pay card company to Wisely pay cards and the impact that has had on their team and their employees. Here's what they had to say in their own words.

Challenges paying J1 Visa employees

We were using another pay card company and there were a lot of problems with employees not receiving their pay and with uploads that weren't being processed. We had to process live printed checks to pay the J1 employees, and the biggest problem was the cost of the checks, the work involved in processing them and then getting them delivered to those employees. We needed to find a solution that could accommodate our employees and relieve our headaches.

Wisely pay card to the rescue!

We've had the Wisely pay card since early 2021. Many J1s can't receive traditional direct deposit because they don't have bank accounts, so the Wisely pay card makes it simple and easy for us to pay them. With Wisely, we can ensure that these workers can be paid accurately and on time.



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If you want your employees to have easy access to their pay, help reduce your payroll team's workload and save your company money — you owe it to yourself to look at Wisely by ADP. It does all three while providing a user-friendly experience with employee self-service access to pay records and history.”

Crystal Edwards,
Payroll Administrator

Since every one of our 12 parks employs J1 Visa workers, this solution works extremely well — for our employees and for our company. We have many of our other 24,000 hourly employees using Wisely as well to receive their pay. Any employee who wants a Wisely card can have one. The human resources department at each location maintains a stack of cards that employees can choose to use when they are onboarded, or whenever they have a problem with a direct deposit so they can gain immediate access to their pay.

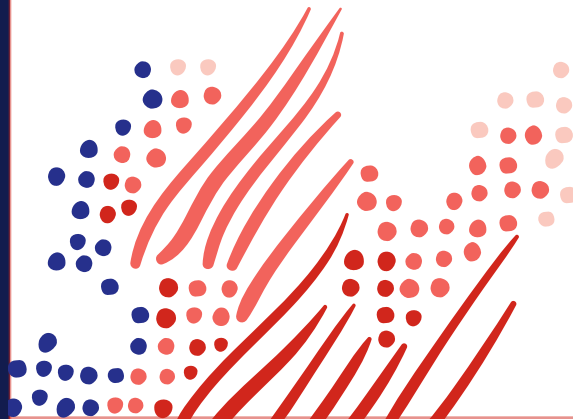
A positive employee pay experience

Our employees love the Wisely pay card. We offer it to every new hire, along with options for direct deposit and paper checks. Employees find it easy to use and love the fact that they can get their pay on their card right away on payday. They just go to HR at their location to get a card. We can also make payments other than for payroll on the Wisely card, such as PTO that wasn't entered properly.

We had a salaried employee who had a problem with a direct deposit because he entered the wrong bank information, and he was thrilled that he could get his pay immediately with the Wisely card.

An account rep who's a trusted advisor

Our ADP account manager is amazing. She trained us when we first implemented Wisely, and the process was smooth and easy. We have a wonderful relationship and talk often. We can always count on her to be there whenever we need her assistance.



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