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ADP® helps drive a smoother path to success deep in the heart of Texas.

Smoothie King Franchises, Inc., a privately held, Dallas TX-based company with more than 1,300 stores worldwide, believes in creating each smoothie it makes with a "purpose."

Above all, Smoothie King declares its mission is to inspire people to live a healthy and active lifestyle. Their stores offer a number of healthier retail products, in addition to delicious smoothies, including sports beverages, energy bars, vitamin supplements and more.



According to **Laura Scavone**, Smoothie King's corporate vice president, human resources, the company sees itself as a health and fitness brand.

"Our mission statement supports helping people to live a healthy and active lifestyle," she says. "Everything we do - every promotion that comes out, every franchisee we bring on board - we make sure that all the elements align with our mission."

Scavone quickly adds that the company's positive mission statement not only applies to customers, but to employees and franchisees' employees as well. She says after joining Smoothie King four years ago, her favorite outcome is that, for the first time in her HR career, she was able to build a culture and HR team completely driven by the company's mission, vision and core values.

"Our culture is the front-runner of every decision we make," she says proudly. "And we literally talk about that process every single day within our business."

Quick Facts



Laura Scavone
VP of Human Resources



Shara Gilkey
Franchisee



Skyler Blacknall
Franchisee

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| Company | Smoothie King |
| Industry | Quick Service |
| Employees | Varies by location |
| Headquarters | Dallas, TX w/ franchises nationwide |
| Website | SmoothieKing.com |
| Product | RUN Powered by ADP® and ADP Workforce Now® |



Business challenge:

Streamline onboarding of new franchisees and provide them with resources to run a successful franchise.

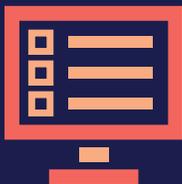


How ADP helped:

Affordable payroll, tax filing and relevant HR services, such as a handbook wizard and HR Compliance help.

“ADP offers outstanding usability,” she says. “From the start I felt that it could tick all the boxes that I need for my work in managing the company’s HR department.”

Laura Scavone
VP Of Human Resources



With that, it's important to know that Smoothie King's long term partnership with ADP is one of the key "culture-enhancing" decisions Scavone has made in her capacity as the company's HR leader.

"I had been an ADP customer for quite some time in other HR roles before Smoothie King," she says. "So I've implemented ADP at other brands. When I arrived here, the payroll system in place was not streamlined; the technology just wasn't there. I knew from my past experience what ADP could bring to the table. That's why we quickly reached out and partnered with ADP."

Scavone says building programs and initiatives that new franchisees can leverage is one of her prized roles within corporate HR.

"Being in their first entrepreneurial venture, it's amazing to see their excitement - not only at starting their own business, but at being part of the Smoothie King brand and how they really connect with what we're doing and why we're doing it," she says. "That's gets me excited."



Scavone explains that among other key features what makes ADP unique for Smoothie King corporate and franchisees as well is the clean, easy to use ADP user interface. Describing herself as a "very technologically forward person," Scavone says she really enjoys the look, feel and, most of all the high-level functionality ADP brings to the table.

"ADP offers outstanding usability," she says. "From the start I felt that it could tick all the boxes that I need for my work in managing the company's HR department."

ADP's making Scavone's life easier makes ADP come to top of mind when meeting new franchisees entering the system, she says. Those newcomers typically face several challenges, so ADP is among her top recommendations to the new owners.

"Starting a new business can be so incredibly overwhelming and knowing that the ADP platform we've created for our franchisees also includes the HR support is huge for them."

With ADP, franchisees are set up correctly and have the resources and the expertise to help them execute their payroll and HR strategies the right way, versus setting up and heading down a potentially unprofitable path, Scavone explains.

Smoothie King itself manages 60 corporate stores, so Scavone says she "feels the pain" that franchisees might experience in their day-to-day business challenges.

"Partnering with ADP internally on the corporate side has provided an immense amount of streamlining and functionality that we didn't have before I arrived," she says, adding that among her favorite features is electronic onboarding, which eliminates paperwork for digital documents, like I9 forms.

"Everything is in the system. Everything is done right away," she says. "That means risk is under control; we're not having personal information floating around in our stores. I'm confident that it's all secure in our system."

The partnership with ADP also has provided value to Smoothie King franchisees in that many of them are small businesses and they don't have the bandwidth or resources to be able to bring HR professionals onto their management teams.

That means no HR staff, no payroll staff, so a lot of them are managing those functions themselves. Scavone says partnering with ADP has provided them not only the confidence that they are adhering to specific state legal laws and guidelines, but also provides them more flexibility to then really focus on what they need to focus on versus administrative issues, such as managing time sheets manually or processing payroll.

Long-time manager, new franchisee



Skyler Blacknall, who became a Smoothie King franchisee, had an advantage other new franchisees can't claim: Since 2018, he served as a multi-unit manager for Smoothie King Corporate-owned stores (he had been saving up to become a Smoothie King franchisee for almost a decade).

"That really helped out on my transition and made this process much smoother for me in the long run," says Blacknall, who once appeared on the television role Undercover Boss with Smoothie King CEO Wan Kim.

As far as making the transition from working with corporate to being a franchisee, Blacknall sums it up succinctly: "It's been great," he says. "Corporate was there every step of the way."



Almost immediately after buying his franchise (his reward on Undercover Boss was a company loan to become an owner), Smoothie King recommended ADP for his payroll and other HR-related needs.

"They said 'You already know the system, just make that switch,'" he says, noting that the store he purchased, already an established location, had not been using ADP. Blacknall explains that ADP helps him manage his business because any questions or concerns that pop up, he can connect with ADP either by phone or text.

"Unfailingly, they respond almost immediately, whatever the issue. They're there to help me, and that's a great thing to have," he says, and quickly adds, "ADP is affordable, easy and quick. You're not spending a lot of time messing around with payroll."

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Skyler Blacknall
Franchisee



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Looking ahead, Blacknall says five years or so in the future he expects to own at least 10 and up to 25 Smoothie King franchises. He admits that may sound overly optimistic, but so far every challenge goal Blacknall's set his sights on he's been able to accomplish.

"I know how to get there," he says. "And I believe ADP will play a key role in helping me move forward. Without a successful payroll system, it's very hard to grow, to be successful. ADP will definitely help me achieve my goals."

Making the right choice from the start



Before Smoothie King franchisee owner **Shara Gilkey** and her husband opened their store in January of 2020, they explored several industries and franchise models. They chose Smoothie King because the couple truly believes in the company's product line and vision.

Most of all, *"Smoothie King really fits with our lifestyle,"* she says.

Smoothie King Corporate introduced the Gilkeys to ADP as a payroll/HR partner as part of the latter's two-week manager certification training – which covers franchisee ownership responsibility from HR to inventory.

"Corporate offered ADP as an effective solution: payroll and everything that goes along with that, like managing taxes and regulatory filings," she says. *"That aspect of the business was foreign to us, but not with ADP helping."*

Gilkey called it "huge for us" to reach out to a company like ADP, which has a world class reputation and that helped the couple feel secure as they launched their first franchise. For example, apart from payroll and all things payroll-connected, ADP also handles the Gilkey's employee handbook via an easy-to-follow template. ADP also manages the store's workers compensation insurance coverage, which can be complex.



"We needed ADP to help create an employee handbook because we didn't know where to start," she says. *"They simply provided an easy-to-use template whereby I can go in and adjust as needed,"* she says. *"We really had to rely on ADP because managing those aspect of a business can be just overwhelming. And the fear of having to deal with the IRS on your own is real; now I can call ADP and have them help me."*

She adds that when she logs into ADP she has immediate access to QuickBooks®, the store's accounting app, whenever she needs it, from any platform or browser.

"They are responsive whatever the issue," she says. *"What more could you ask for?"*

Gilkey explains that with turnover always a concern in the food and beverage business, especially in the COVID-19 era, ADP's ease of use is mission critical. When Gilkey is onboarding a new employee, she simply launches the ADP wizard and the new employee is in the system, which offers self-service, another benefit of the ADP payroll system.

"The employees can take it from there," she says. *"They have access to check stubs, W2 forms, whichever they need. ADP handles it for me and I don't have to run after those documents myself."*

“We needed ADP to help create an employee handbook because we didn't know where to start.”

Shara Gilkey
Franchisee



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Smoothie King's Scavone says there are many payroll partners out there but at the end of the day, ADP is a clear winner, and that success flows to boost both the corporate and franchisee success as well.

"ADP has consistently been a very strong partner for both our organization and our franchisees," she says. "I would absolutely recommend ADP, and not only to Smoothie King franchisees but other businesses as well. I believe the level of partnership and support you receive is incomparable."

“ Corporate offered ADP as an effective solution: payroll and everything that goes along with that, like managing taxes and regulatory filings. ”

Shara Gilkey
Franchisee



Learn more about ADP's solutions for franchises at adp.com/franchise



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