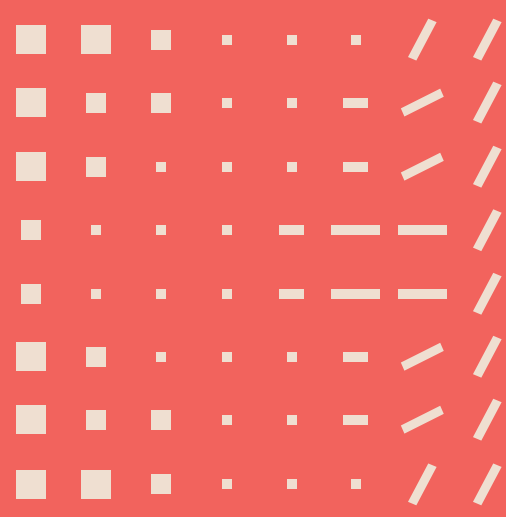


Streamlining for strategic growth



Rickie Hall

Senior Vice President,
Chief Information Officer



Doug Smithhisler

Senior Vice President,
Controller / Treasurer



Michelle Scheible

Senior Director
of Payroll




Stacy Winn


Director of Marketing


SMS Holdings is a family of companies that serve high-traffic public and commercial facilities throughout the U.S. with housekeeping, maintenance, downtown ambassador services, and uniforms, while also operating quick-service restaurants in the U.S. and Canada. Hear how SMS Holdings uses ADP Workforce Now to streamline operations, engage employees and strategically grow.


Quick facts


 **Company:** SMS Holdings

 **Industry:** Commercial Services

 **Headquarters:** Nashville, Tennessee

 **Employees:** 8,000

 **Award:** ADP® Meeting of the Minds 2023 Client Award for People at Work

 **ADP products featured in this story:** ADP Workforce Now®, ADP Strategic Advisory Services, ADP Intelligent Self-Service


Learn more about SMS Holdings
at smsholdings.com

Seeking a foundation for strategic growth

Rickie: Our strategic direction of acquisitions needed to drive our systems and processes. It was time to align on technology and tools that supported our various companies uniformly and, just as important, bring value to our employees.

Michelle: With the acquisition of WTC Ventures, we realized we weren't structured to grow successfully through mergers and acquisitions. We had multiple payroll systems, a variety of applicant tracking, recruiting and timekeeping systems and no common processes. Providing real-time reporting to executives was very challenging. Additionally, we didn't have a consistent way to communicate with our employees and collaborate with our Canadian counterparts. All of this prompted us to initiate the People, Action and Technology (PAT) project.





ADP Intelligent Self-Service has been great for our employees. We've had over 15,000 Intelligent Self-Service changes in our system since implementation, and we've heard nothing but great things from our field employees.

Stacy Winn

Director of Marketing

ADP continued to listen to us. We don't fit in a box so it's important for us to have a partner that isn't going to place us in one. They brought us solutions that were best for us as a multi-country client. While our companies have the autonomy to operate separately, we needed to standardize behind-the-scenes processes. Now that we're on one platform, we're able to do that even with our Canadian counterparts.

Doug: Our goal was to implement an HCM solution that would provide us with a path to grow quickly and strategically. We've worked with ADP since our inception 34 years ago, and we've gone through various iterations of products. Although our business units operate in a similar vein, there are differences that require flexibility to best serve those needs. We looked at multiple potential partners for the next evolution in our business, but we chose [ADP Workforce Now](#) because we knew it would provide the best mix of structure and flexibility.

Streamlined recruiting saves time and money

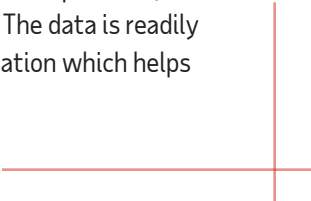
Stacy: To keep our business running, recruiting and hiring has been our top priority, and using ADP Workforce Now has made it seamless. Since implementing, it's helped eliminate manual processes, and our team is no longer inundated with administrative work. Before, we averaged five hours of administrative time per applicant, and we've hired 430 new employees. We estimate the time to cost savings is over \$40,000.

Rickie: Before ADP Workforce Now, we had no way to accurately measure our applicant flow. Now with the recruiting management tool, we can see we average around 11 and a half applicants per requisition.

Enhancing the employee experience

Michelle: The most impactful change after implementing ADP Workforce Now is the Intelligent Self-Service capability. Now, if employees need to update their W-4, change their address or update their dependents, they can access their information in real-time on the ADP Mobile app. It's so user-friendly.

Rickie: Having the [ADP Mobile](#) app is critical to the employee experience, especially for hourly employees who want to see their pay. The data is readily available, secure and employees can enter their own information which helps drive efficiency and data accuracy.



Stacy: ADP Intelligent Self-Service has been great for our employees. We've had over 15,000 Intelligent Self-Service changes in our system since implementation, and we've heard nothing but great things from our field employees.

Doug: Digital pay statements provide tremendous value across a variety of metrics. First, they're more secure. Mailed paper statements can get lost, displaced or fall into the wrong hands, creating a lot of security risk. Next, we've achieved monetary savings by eliminating the mailing of paper statements. We estimate an approximate savings of \$6,500 on paper and \$100,000 on postage.

Expertise to navigate change

Michelle: We appreciate the guidance we received from ADP Strategic Advisory Services. The tools and advice provided were instrumental in ensuring successful change management.

Rickie: The ADP Strategic Advisory Services team really listened to how we wanted to tailor the message, which was important since this was a significant change to every aspect of the organization. They didn't just say, "Here's how we normally do it." Instead, they created a template for each company.


Stacy: They provided tools, kits and media to help ensure that our management teams and field employees were receiving consistent messaging. With so many locations nationwide, knowing that we have the ADP Workforce Now portal to help us provide consistent, or even audience-specific, messaging has been invaluable to us.

Doug: When ADP's Strategic Advisory Services team presented at our leadership conference last year, they spoke about disruption in the hiring market. This was so valuable to us and helped us realize the issue was market-wide and not specific to our company. As a result, we were able to be more dynamic in our responses when hiring.

On winning the People At Work award

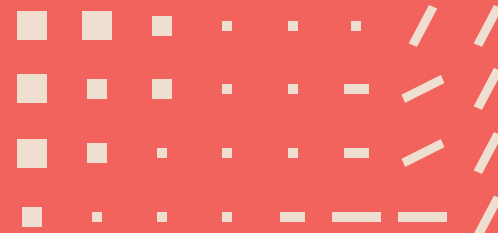
Doug: Winning the People at Work award is great recognition of all the work, time and effort that we put into the PAT project and the partnership we've had with ADP over the years. It's validating to know that ADP feels the same way about what we were trying to accomplish.

Rickie: I can't express how honored we are to win this award. This was a long and complex project, with a lot of time spent ensuring all levels of the company were engaged in helping us discover new ways to improve our processes. Our people stepped up, dove in and got it done.



The ADP Strategic Advisory Services team really listened to how we wanted to tailor the message, which was important since this was a significant change to every aspect of the organization. They didn't just say, "Here's how we normally do it." Instead, they created a template for each company.

Rickie Hall
Senior Vice President,
Chief Information Officer



A partnership that delivers a strong foundation for continued growth

Rickie: Previously when we prepared to acquire a company, we'd assess which systems of theirs to keep and which ones we'd replace. Now, I know that their HCM platform is going to be ADP Workforce Now, and this helps us be much more agile in our acquisitions.

There are a lot of great tools out there, but it's just as important to find a partner who'll stand with you, because HCM transformation crosses boundaries and touches every single person in the organization. We continue to evolve and our HCM changes quickly with us. I can't express how much it means to have a partner like ADP who adapts and understands the complexity of these large implementations.

Doug: It's about more than outcomes — it's about the process. Getting perspectives from ADP forced us step back and evaluate what we were doing. Having partners who have a vested interest in your success, and who have great experience and expertise gives you confidence moving forward into new endeavors.

We want to continue driving consistent growth in our businesses through strategic acquisition and organic growth. ADP provides us great tools and resources that allow us to think more strategically about those growth opportunities. Because we have a stable platform that we can build upon, we're confident that when we do make that next strategic acquisition or our company grows in an unexpected way, we'll have the necessary resources to move forward successfully and effectively.

Michelle: We've partnered with ADP since our inception 34 years ago. They listen to us and provide great solutions. We chose ADP because they are best in class. The world is changing, and we'll continue to grow with ADP because of their innovation and vision.

ADP provides us great tools and resources that allow us to think more strategically about those growth opportunities. Because we have a stable platform that we can build upon, we're confident that when we do make that next strategic acquisition or our company grows in an unexpected way, we'll have the necessary resources to move forward successfully and effectively.

Doug Smithhisler
Senior Vice President,
Controller / Treasurer

Streamline processes and empower your people with ADP

Get the tools you need to help your business enhance the employee experience.



ADP Workforce Now: ADP Workforce Now offers an intuitive payroll and HR suite with extensive reporting, data-driven insights and an experience your people will love.



ADP Mobile Solutions: ADP Mobile Solutions provide secure and convenient HR and payroll data and tools for simple, anytime access across devices.

