



An all-in-one platform with self-service tools

TradeWinds Island Resorts is made up of two resort properties on 31 acres, located on Saint Pete Beach, Florida. Combined, the two properties make up the largest beach resort on Florida's west coast.

Glenn Willocks is the Vice President of HR for TradeWinds who, with a team of nine, is responsible for all HR operations for 1,100 TradeWinds employees. For Glenn and his team, this includes the employee experience, people services and all facets of human capital management, including recruitment, benefits, compensation and talent acquisition. Hear from Glenn about his experience working with ADP.

Year-round employee growth and engagement

Around eight years ago, we had 650 employees. Now we have 1,100 in season, which runs from February through September each year. We've had to grow our services and our business model, and we've had to add additional value for our guests. The crux of our growth has really been, 'What kind of experience can we give to our guests that nobody else is giving?'

We allow our employees a lot of discretion and a lot of autonomy to personalize experiences for guests. And getting people in the door who understand that and who really want to provide that kind of individual service is what goes a long way to fulfill that value proposition.

Recruiting better candidates with a better platform

Our situation is no different than many other employers. With 3.1 percent unemployment and a booming hospitality industry, we're competing with everybody else for quality talent. We started with the ADP® recruitment

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Vice President of HR



Quick facts

-  **Company:** TradeWinds Island Resorts
-  **Headquarters:** Saint Pete Beach, Florida
-  **Industry:** Hospitality
-  **Employees:** 1,100
-  **Product:** ADP Workforce Now®

Learn more about
TradeWinds Island Resorts at
tradewindsresort.com



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module in 2017 because we needed to facilitate mobile applications and allow all job candidates to apply in the same way. We didn't want to have paper applications for job fairs, and we didn't have an easy application process on different job boards.

With ADP, we were able to have everybody apply through the same process and then track all that data through one platform. In addition, we get more exposure because the recruitment module does an excellent job of making sure that our jobs are posted to all the different job boards that matter to us. With ADP, we're getting more applicants because we're allowing candidates to easily apply on a smartphone. So, our quality of hire has increased along with the flow of applicants that we've been getting.

We also customized the recruiting application experience and created a custom application. We solicit particular information from candidates that gives our hiring managers more tools to make decisions — before they even get face-to-face with somebody — and that's tremendous. With all the data in one place, that allows our hiring managers to make cleaner and quicker decisions.

Executive-level confidence due to a single platform

One of the things that gives my boss confidence that we've really 'got this' is knowing that with ADP, we have a single point for all employee data, time and labor, and benefits. All that information in one single platform with ADP Workforce Now offers us a great advantage. If we were using a different time and attendance system and a different benefits enrollment system, it would be incredibly difficult. Without having that kind of aggregation, I don't know that my boss would have the confidence in me to do what we need to do, and he wouldn't give me the autonomy he gives me to do my job.

Freed up to serve a culturally diverse employee population

We have a benefits specialist who fills a unique role for us. Our employee population speaks 19 different languages. We've got folks from all over, and it wasn't that long ago that a Vietnamese housekeeper walked into her office with a 401(k) statement in her hand, thinking it was a bill. And all she could get out of this particular employee was, 'Help me.' It's her job to decipher what each employee needs and to provide that service.

ADP provides added value with simple things, like Carrier Connections, that send information automatically to our benefits providers. This feature saves our benefits specialist so much time — time that she needs to be able to focus on helping that Vietnamese housekeeper who doesn't understand her 401(k) statement. She doesn't need to be keying data into the payroll system in addition to the carrier system and then running balance reports between the two. She needs to focus on adding value to the people we serve.

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Employee self-service 24/7

Giving employees self-service access to the tools they need and that matter to them 24/7 is incredibly important. Our HR department can't be open every hour of the day. We've got folks who want to do everything on their own and, as fantastic as I am, not everybody wants to spend time with me. And we've also got a lot of people who want to spend every minute of the day having someone show them what to do.

Take our 401(k) for example. We switched to ADP's 401(k) platform a couple of years ago and engagement has definitely improved because it's just easier for folks to get their information now. They can pull up their ADP app and look at their retirement plan information whenever they want.

What I'm working for

At TradeWinds Island Resorts, service is our passion. We are there to deliver an exceptional guest experience. We can't do that if we don't feel secure that our employees are going to get paid right, and their benefit enrollments are taken care of.

Anything that detracts from serving our guests is incongruent to what we're trying to achieve as a resort employer. And ADP Workforce Now is an asset for us because it provides us the security to know that people are going to get paid right, our employees are going to be treated right and they are going to have the tools to do what they need to do to take care of their families. Having a powerful employment experience translates to a powerful guest experience.

#workingfor

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