Following Amazon's Yellow Brick Road with ADP®

In three short months, start-up Amazon Delivery Services Provider (DSP) Yellow Brick Road Logistics has grown to a team of four on the administrative side and 55 drivers. We spoke with owner Joshua Szarek about the essential role ADP Workforce Now has played to his fast-growing Richmond, Calif.-based business, providing the tools necessary to streamline the payroll process, meet California and Amazon compliance requirements and create real financial and operational savings.

On choosing ADP's one-stop solution

I had used ADP in previous roles as a chief operating officer in healthcare for seven years. We started Yellow Brick Road two-and-a-half months ago, and now that I'm the employer, I was really attracted to ADP's one-stop solution. As a DSP owner, you're stretched pretty thin, especially during a launch. So even though we don't have an HR manager, I wanted to offer a wide variety of solutions and products to our drivers. With ADP we can do payroll, 401k, and have benefits all in one place. That was really attractive to me.

On ADP's seamless implementation

Our implementation was fabulous. I served in the military for 10 years doing special operations in the Middle East. In the military, there's a process called, "crawl, walk, run." Our ADP representative who helped us get launched and who were there with us for the first three or four weeks helped us crawl through. We watched her do it and then within two weeks we started doing it, so we were walking. And then she was watching us and we were running through it. For us, the implementation of ADP's software was seamless.

Joshua Szarek
Owner

Quick facts

Company: Yellow Brick Road Logistics

Headquarters: Richmond, California

Industry: Transportation

Employees: 55

Product: ADP Workforce Now®

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Always Designing for People®

On ADP software's ease of use

It's a pretty simple system to get up and running. The product is very easy to use and there's a lot of tools. We don't have to use everything yet. We did a good job coming together quickly and started with 15 routes. Within two months we had 30 routes. We broke some pretty cool records. Our goal is to get to 100 routes. I like that there are a lot of features with ADP so that once we become a more advanced user or larger organization, it's all there when we need it.

On California State compliance

California is the toughest state in the union for employee-friendly operations so it's important to make sure that all the compliance requirements are met. ADP gives companies the ability to make edits in the clock in and clock out feature. And we all know drivers, just like anybody else in this world, make mistakes or they forget to do something. The fact that we can go in and do it for them creates soft savings on time and hard savings in preventing payroll mistakes.

ADP helps us keep track of drivers' hours too and at no point do I ever want to have a driver that's too tired on the road, or getting injured, or having an accident, or not coming home to their loved ones the same way they went out that morning. I have a sense of relief that we are doing the right things both from a compliance standpoint and by doing right by our drivers.

On ADP's 24/7 customer service support

I tell people there's three things I look for when I hire people: a positive attitude, a work ethic, and morals and values. Everything else I can train you for. So, when I look for vendors, I look for teammates and those same attributes. I have that customer service experience with ADP folks.

The ADP folks that we worked with early on were incredible. I was so impressed with their professionalism as well as their level of communication and response time. If I was to send out a note for implementation, literally the next day or even that night, I'd get a response.

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