



# Cultivating engagement within a dynamic workforce

For 29 years, Caroline Wyatt, vice president of human resources at Yoke's Fresh Market, has been devoted to making her company's human resources and talent strategy a success. A Spokane, Washington-based retail grocery chain with 1,550 associates and 17 store locations, Yoke's Fresh Market is 100 percent employee-owned. Every associate has the opportunity to vest in their own shares of company stock and, as a result, the HR team is committed to making Yoke's a company their associates are not only proud to work for, but own. With ADP's support, Caroline's team is meeting — and even surpassing — those goals, and she graciously sat down with ADP to chat about the HR department's efforts:

## On payroll efficiency and effectiveness

We've been an ADP customer for years and have quite a number of support products through ADP. Prior to ADP, we performed manual payroll tasks through the accounting department. Completing each payroll was very labor-intensive and hands-on, far more time-consuming and cumbersome than our current system.

With ADP, payroll is extremely reliable and far more accurate, with timely payment. We experience inclement weather in our region and, with direct deposit, our associates are able to count on their pay being there on time. Ensuring our associates are paid properly is critical, for them and for our business. ADP's payroll capabilities have noticeably improved our HR services for our associates.

**Caroline Wyatt**  
Vice President of  
Human Resources



## Quick facts

-  **Company:** Yoke's Fresh Market
-  **Headquarters:** Spokane, Washington
-  **Industry:** Retail grocery chain
-  **Employees:** 1,550
-  **Locations:** 17
-  **Product:** ADP Workforce Now®

Learn more about Yoke's Fresh Markets  
at [www.yokesfreshmarkets.com](http://www.yokesfreshmarkets.com)

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### On managing complexity: salaried vs. hourly

As a retail business, our workforce is approximately 95 percent hourly. The variability of hourly associates' data makes payroll a moving target. ADP provides the malleability to streamline processes around that variability, and consequently manages that challenge for us in large part. It is an enormous time savings — far more accurate and far more useful for us as an organization.

### On integration

We are presently running ADP's Enhanced Time in conjunction with ADP Workforce Now. Our ADP implementation consultant was outstanding and extremely thorough. There was an immense amount of data clean-up required, and that's where our implementation consultant was very helpful.

With the integration, I was pleased to see an improved user experience with far more capability to organize and store data, including more efficient access to data. We use self-service functionality within the ADP Workforce Now landscape, allowing on site managers to access their information at store level and eliminating the need for calls to request records or information. It's been a very good transition.

### On self-service and open enrollment

The ADP portal improved our annual benefits open enrollment experience which, in the past, had been a difficult, largely manual process occurring onsite at every single store location. Introducing our associates to the portal and educating them as to accessing their own and their family members benefit plan information is powerful. The ability for associates to access and update their own benefit information on demand, in the comfort of their own homes, is extremely important. Our associates have come to rely on it.

### On culture

ADP's self-service portal is strategic in that it provides the ability to communicate our company's culture while at the same time, providing a digital work area for associates to manage their personal information. Despite lacking an intranet, we now have a place to share short stories, pictures and progress occurring throughout our company. Strategically, that is a huge piece toward boosting engagement. It gives our associates insight into what is going on in the company that they not only work for, but own.



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ADP Mobile is a talent attraction and retention advantage. We utilize information which largely belongs to our associates every day, and ADP Mobile puts it right back in their hands.

We have a very close culture with a core value of treating one other with respect and kindness. Given that shared value, it is incredibly important for all associates to know about the lives of the folks that are working here. It's great to learn about what our associates do in their spare time, whether they are a disc golfer, a beekeeper or even a cattle brander. Having a place to share stories of our associates and their accomplishments, or their families and special events, is a part of the fabric of employee ownership.

#### On mobility

With younger associates joining our workforce, I state the obvious when I say the demand for instant access to information is a given. Job candidates and newly hired associates expect the ability to view their pay and other associate information on demand.

I have to say that with our introduction to ADP Mobile, there were some inspiring moments from our workforce. In a meeting prior to a company-wide introduction to our ADP Mobile accessibility, one of our associates said, "Hey Caroline, have you seen the app we have for ADP yet? It's great. I can see all my information on my phone." Our associates had already discovered ADP Mobile before I even realized that it was functional for our account.

That moment told me all I needed to know about what mobile access adds to our organization. Having that visibility into information engenders associates to use the system, and I think that's a terrific value for us.

Mobile also helps manage operational labor demands. We coordinate a "float" pharmacy staff working among our different store pharmacies. Our float pharmacists and technicians are able to use ADP's mobile application for time and attendance on the fly. Our HR team is then able to track labor accurately, and without any manual transfer of hours between cost centers. As a result, our cost data is far more precise at representing actual expense and productivity measurement throughout our financial reporting.

Overall, ADP Mobile is a talent attraction and retention advantage. We utilize information which largely belongs to our associates every day, and ADP Mobile puts it right back in their hands.

#### On ADP, in general

Our beginning with ADP introduced us to a product tailored for the mid-market which was extremely useful, affordable, reliable and secure. Over time, ADP has continued to evolve, providing a platform which is responsive to what is next for businesses as they grow. We are grateful for ADP's insights and ongoing support as we continue to evolve.

