



A more human resource.™

MoreDirect, Inc.

Transforming HR with the help of ADP®

Grisell Martinez, Senior Human Resources and Payroll Manager for MoreDirect – an IT provider offering private-sector businesses with integrated solutions to streamline the acquisition of IT hardware, software, and services. She spoke with us about the challenge of transforming MoreDirect’s ability to improve HR administrative efficiency and deliver a consistently satisfying HR experience. Read her interview below.



Business Challenges

Q. What are the business challenges facing MoreDirect?

Martinez: In 2011, we were doing everything by paper – direct deposit and W-4 updates, timekeeping records – all of it. [There was] a lot of wasted time, a lot of non-value-added activities happening in the HR department. At the end of the day, I wanted to empower the employees to get access to the information themselves and be able to handle certain transactions, provided that the security features were put in place – and that was my main driver.

Q. What other challenges were you facing?

Martinez: Since I got hired, I have been a part of the company’s growth. Right now we have 350 employees in 30 locations; when I joined the company we had just under 100 employees. We have been adding net head count to the company, from 30 to 50 employees, year after year. You can’t sustain that unless you have a really strong system in place.



Business Solutions

Q. What were the major factors in choosing ADP?

Martinez: We actually used to have multiple ADP products. [I used to] log in to different, multiple ADP systems. I’ve always wanted to have a strong Human Capital Management system; I didn’t think ADP had that available. I had a conversation with our account manager and I realized ADP had it, [and] we just weren’t using it.

Q. What are the benefits of using this integrated Human Capital Management (HCM) strategy?

Martinez: For many years, trying to recruit more sales people was a struggle for us. [With the HCM system] I wanted to change the focus of the HR department so all the administrative stuff is secondary – it takes care of itself – so we could focus on recruitment. I took my staff and retrained them. I even have my payroll person doing recruiting now – she’s doing payroll maybe 20 percent of the time and the other 80 percent of her time is spent looking for and hiring new sales people.

Q. What improvements have you seen?

Martinez: If I look at my department now versus then – we are less transactional, more of a value-added department. We are now focused on talking to people and solving complex employee relations issues – things that cannot be replaced by a computer. I want the employees to feel that we are here and we are listening to them and they can always call one of us. Payroll has been secondary to all that.

Q. How has that affected your team?

Martinez: Each of the people on my staff has a number of departments that they are assigned to so they can provide personalized service in those departments. We get a lot of comments – positive comments about my team, because our employees know their HR person by first name and they know that all of their issues will be taken care of. Management knows the same thing, because of all of the tools that we have in place. I don't think that happens in a lot of companies. Some things get lost, paperwork gets misplaced, all of that stuff – we don't have any of those inefficiencies here.

Q. What strengths and qualities do you see in the MoreDirect and ADP relationship throughout the years?

Martinez: ADP is really listening to their clients – giving them an avenue to express their concerns, ideas, areas for improvement. I've submitted so many suggestions to ADP and I've seen a lot of them become "live." I like the fact that I see ADP working on new upgrades; I see that you take my product suggestions and I see you actually make them happen. I'm also part of the Client Advisory Council and I get to go to ADP a couple of times a year to talk to the leaders of ADP about what's working, what's not working. They really listen to their clients. To me, that's very valuable. I can tell ADP what I really need as a business to manage these 350-plus employees and know that you guys have something to address it. I think ADP is going in the right direction.