



IN THE BUSINESS OF YOUR SUCCESS®

What ADP TotalSource® clients are saying



HVAC CONTRACTOR

Parrish Services Keeps Its Eye on Delivering Quality and Expanding Its Footprint with the Help of ADP TotalSource®

Parrish Services, Inc. began 13 years ago in the basement of the owner’s home in Harpers Ferry, West Virginia. Today, Alan Givens, owner of Parrish Services, Inc. has grown his HVAC (heating, ventilation and air conditioning) company from a two-person operation into a bustling business that employs nearly 100 employees including customer service representatives who work from home in several states.

Now headquartered in Manassas, Virginia, Parrish Services, Inc. serves residential customers throughout Virginia, Maryland, and West Virginia with a wide range of energy-efficient and environmentally friendly heating, cooling, plumbing, and electrical services. From the inception of his enterprise to the present, Givens has squarely focused on growing his business through strong and reliable service that enables his company to keep consistently its core promise to its customers: “Always there for you!”

Increased complexities of business management

Growing a business involves more than expanding a customer base. It also requires the ability to attract, pay and retain good employees, and to comply with an ever-expanding quantity of employer-related government rules and regulations. The complexities of compliance ultimately reached a tipping point for Givens and became the driver of administrative changes for his business.

“We were processing our payroll with ADP, using the services of a law firm to help stay on top of HR issues, and went on to handle our benefits administration in-house,” he recalls. “The point is there were multiple pieces that had to be managed and there is only so much time in a day. I found myself spending a lot of time on administrative matters –

SNAPSHOT

Client:

Parrish Services, Inc.
Manassas, Virginia

Description:

HVAC contractor

Workforce:

About 100 employees, mainly in Virginia

Website:

www.parrishservices.com



time that could have been better spent expanding my business. We began researching how to handle all of these responsibilities in a more efficient way.”

ADP TotalSource®, ADP’s Professional Employer Organization (PEO), was the comprehensive, single-source solution that Givens needed. Under a co-employment arrangement with TotalSource®, Parrish Services shares the responsibility for payroll, HR, risk management, compliance, benefits including healthcare, and other related employee administration. As the largest PEO in the United States in terms of total worksite employees, ADP TotalSource has extensive human capital management experience.

“My company and ADP TotalSource actually have something of a common vision. We also share a common need. Every day, we work hard to make our strong service reputation even stronger.”

Cost-effective and comprehensive in scope

“We did our due diligence and were sold on ADP TotalSource well before they made their presentation to us,” says Givens. “We looked at the time and the money the PEO would save us. We could identify savings in all the major areas – from payroll administration to workers’ compensation coverage. One fee covers it for you.”

He adds, “By our own internal estimates, we originally were looking at saving between 5 and 12 percent net with TotalSource. Now we’re six months in and I am confident that we are trending more toward the upper end of savings – up to 12 percent.”

Givens was also very interested in growing the skills of his employees and in implementing a performance management infrastructure. ADP TotalSource offers training, HR support, and an infrastructure that enables the management team to do its job more efficiently and effectively.

In terms of time savings, Givens says he is finding more hours in the day to expand his most profitable niche business, generator installation. He also has more time to explore “what comes next,” such as new avenues for geographical expansion and fresh streams of revenue.

Compliance worry is no longer a factor

Regulatory compliance is a major item on any business owner’s checklist. Yet, Givens feels ADP TotalSource is good at converting compliance requirements into peace-of-mind benefits. He cites the example regarding one of his employees, a customer service representative, who lives and works in California. “That state is one

of the most – if not *the* most – complicated places for employee management. It doesn’t matter if you have one or a thousand employees. The rules are complex and costly if you make an error, but with TotalSource doing our payroll, tax, and helping us with compliance, we no longer have to worry about California. I know we are compliant.”

He adds, “I think the most impactful change I am seeing with TotalSource is that there are far fewer concerns that something is going to go wrong. As a business owner, my comfort level is high and I am sleeping more peacefully. No joke.”

Positive influence of great client service

For Givens, serving the employees of Parrish Services with Fortune 500®-caliber benefits and consistently excellent customer service is paramount. “Almost all of our employees have to have a high level of technical knowledge and training to succeed personally and to help us succeed as a company. The biggest problem out there for us is a shortage of workers with those qualifications.”

He says that a big difference in managing the needs of his employees resides in how TotalSource has transformed the way his business provides internal customer service. Instead of calling the Parrish Services business office for assistance during normal business hours, employees now visit the ADP TotalSource Web portal or phone the call center for answers concerning pay and benefits. They can also change their personal information online. “This online system puts them closer to the information they need and expands the time frame for when they can gain access.”

TotalSource also expands the amount of real-time information such as available vacation time or current benefits details available to management and its employees.

Why ADP TotalSource – instead of a competitor?

“TotalSource helps us stay ahead of our competitors in some interesting ways,” says Givens.

“They handle the big things and the little details that can cost you and get you into trouble. Here is one example. Seventy percent of plumbing and heating contractors surveyed nationally do not know what their effective hourly rate is. That is essential data for any contractor. Calculating that rate is no problem for us because ADP TotalSource does it for us and makes the right calculation every time.”

Givens acknowledges he only briefly checked out competitors of ADP’s PEO before choosing TotalSource. He explains, “Our positive experience as a long-time ADP payroll client was more than enough to give us a really good sense of the type of strong service culture that ADP and its businesses, like TotalSource, bring to the marketplace. My company and ADP TotalSource actually have something of a common vision. We also share a common need. Every day, we work hard to make our strong service reputation even stronger.”

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