

case study

Logistics Company Gets into High Gear with Paylocity in the Driver's Seat



High Road
incorporated



When President and Chief Operating Officer Sharon Kendrew started High Road Inc., she knew exactly what she *didn't* want in a HR and payroll software company. With more than 15-years-experience in the logistics industry, she has been involved in every facet of the business. Understanding the ins and outs comes with the territory for business leaders. Sharon needed to be more efficient with her time, especially in an industry where time is money and every mile counts. She turned to Paylocity for a modern HR and payroll solution.

The Challenge

In the trucking world, recruiting, hiring, and retaining top talent is an ever-growing obstacle. Over the past few years, mandated licensing qualifications have changed - narrowing the scope of qualified candidates. Many legacy truck drivers now struggle with new and advanced technology requirements while newer drivers may not meet experience requirements. With the new regulations also came new rules related to hours of service. Documenting hours on the road to maintain compliance was a whole new set of administrative challenges for the team at High Road.

Being a small company means Sharon and her staff all wear multiple hats. With fewer than 50 employees, Sharon is not only the owner, she also handles things from HR to management to accounting and more. "Right now, Mike Camuso, my business partner based in Boston, oversees HR responsibilities for that location and his team. However neither of us are HR experts. We needed a HR and payroll software that could support all aspects of payroll and human resources."

Working with other payroll systems and professional employer organizations (PEOs) in the past, Sharon knew exactly what she wanted - and didn't want - for the payroll provider of her own company. She initially chose a nationally recognized payroll solution (not Paylocity) and quickly realized it was a bad fit for their needs. "We had so many issues before with our previous provider and just kept getting passed from person to person. I dreaded having to deal with them." So, she made the switch to Paylocity in 2017 based on a referral from a friend and hasn't looked back.

Company
High Road Inc.

Industry
Logistics

Location
Boston, MA & Nashville, TN

Size
<50

Customer Since
2017

Challenge
High Road needed to shift its focus to business growth instead of day-to-day HR tasks.

Featured Solutions



Results
With Paylocity, expenses and payroll can be processed in under 20 minutes and High Road employees are empowered and given a sense of autonomy with the mobile application.

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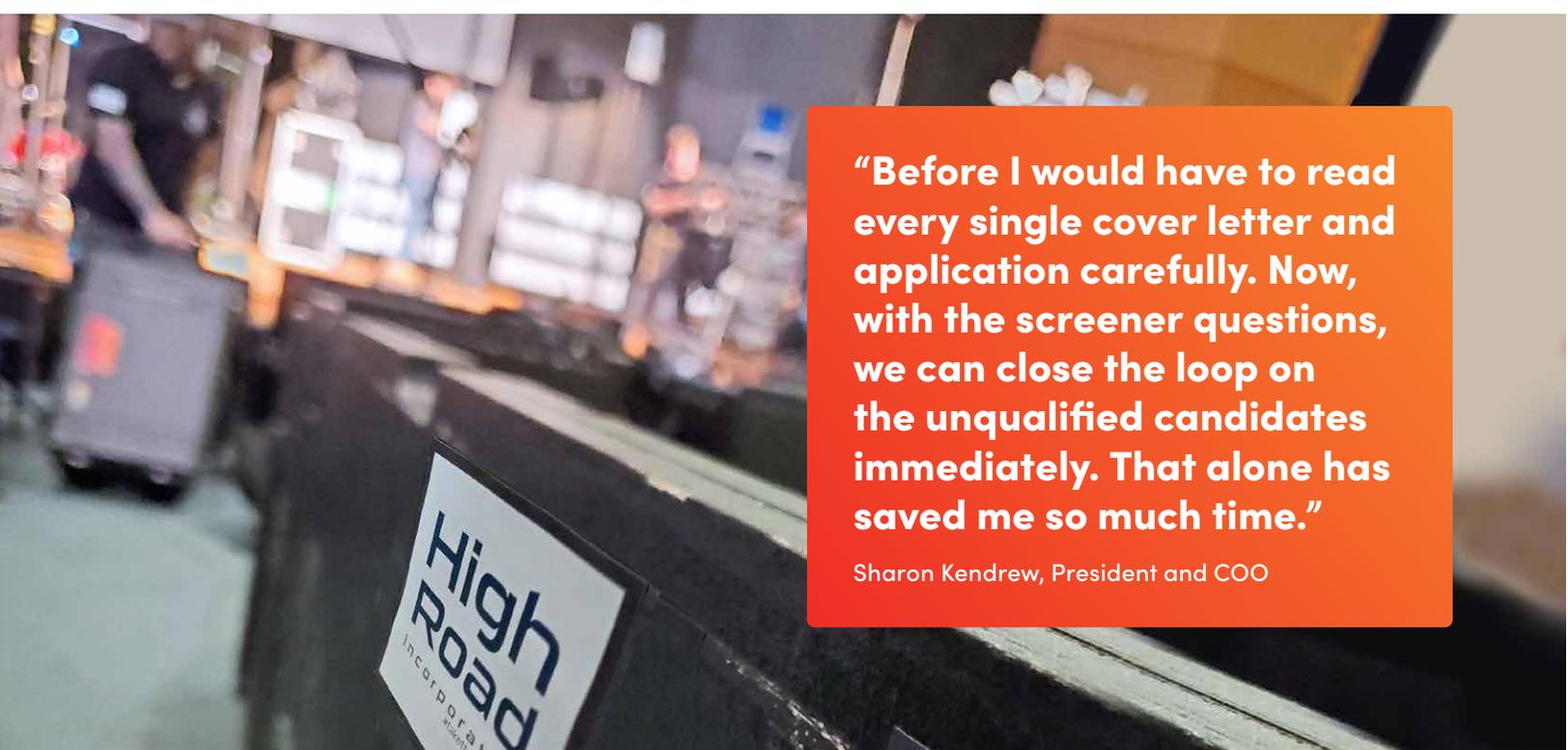
The Approach

With competition for talent being so challenging in logistics, it was important for Sharon to increase engagement and make her team feel appreciated. She rolled out Paylocity's Impressions, a peer-to-peer recognition platform, as a way to make her employees feel noticed and heard. Within the module she was able to customize awards to suit her unique and fun company culture. Employees could award each other 'F bombs' which represented the five core values: family, fun, faith, fairness and friendliness. In years past, it was a physical trophy on people's desks but as the company spread across two locations and many drivers were on the road constantly, it became more challenging. "Now with Paylocity, they can award and receive 'F bombs' right from their phone. It was a way to maintain our culture even when we aren't all in the same place."

As a COO, Sharon's primary focus is growing her business. However, Sharon and Mike have to both manage the employee journey which can take up precious time. They were able to simplify the process of recruiting, hiring, and onboarding new employees with Paylocity's Recruiting and Onboarding solutions. "With some positions - drivers especially - there are incredibly strict requirements, and we cannot insure people if they don't meet these requirements," says High Road Managing Partner Mike Camuso. "Before we would have to read every single cover letter and application carefully. Now, with the screener questions, we can close the loop on the unqualified candidates immediately. That alone

has saved us so much time." But it isn't just finding top talent that can be a drain on time during the hiring process. Once an applicant becomes an employee, the paperwork can feel endless. "Previously I had to manually enter everyone's data, then double and triple check it to make sure everything was accurate," says Sharon. "That was just the way you had to do it, there were no other options. Gone are the days of scanning in a voided check. I love that Paylocity puts some of that ownership on the employees. Employees can fill out their documents from home, freeing us all up to focus their first day of employment on more productive endeavors."

With a blended workforce of hourly, salary, bonus-eligible employees, and contract positions - payroll isn't simple. Sharon explains, "we have a rotation of a couple of contract drivers, and I love that we can pay them directly through Paylocity and reimburse their expenses when on the road all through the same tool." Sharon and Mike leverage Time and Labor that allows employees to clock in and out from their mobile devices. The mobile app empowers the team and gives them autonomy. "We have a driver who works nights. He comes to the office, gets the truck, and goes. No one is there to let him in the building, he can clock in from his phone through the mobile app - and if we need to - we leverage the geofencing technology to assist with any concerns the employee may have regarding hours of service."



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Mike Camuso, Managing Partner

Since the technology in the industry is changing at a break-neck speed, Sharon wanted to be mindful of how much of a learning curve a new system would present. However, she was pleasantly surprised at Paylocity’s ease of use. “The staff see the platform as a huge advantage. It’s so much easier to use than what we had before, and so many people are driven by their smart phones and devices. While it’s a modern platform, it wasn’t a huge learning curve. Even for people who don’t use computers at work, everything they need is on the app.”

Submitting and approving expenses can be a nightmare for any accounting team. With Paylocity’s Expense Management, employees can snap a quick photo of a receipt and load into the app for reimbursement. Once approved, it automatically feeds into Payroll, saving both sides the time and energy of scanning and filing torn or faded receipts. “Approving expenses is a huge time saver for me,” says Sharon. “I also love that there are automatically generated reports that I can easily pull for monthly expense data. Our controller can log in to the site herself and see where to allocate funds, pull payroll reports and more.”

The Payoff

Everyone wants more hours in their day, and Sharon happily explains how Paylocity provides that. “The biggest return on investment (ROI) I’ve seen with the switch to Paylocity is my time. I don’t have to spend hours processing payroll or running reports or approving expenses. Payroll and expenses can be done in 20 minutes – which is incredible.” Sharing responsibility and allowing team members to get what they need has also freed up Sharon’s time. “My controller and partner can get into the platform and approve timecards or expenses or pull their own reports, and that frees me up to focus on other things.”

Being a lean team for a small business means often needing help in certain areas. Sharon says, “Paylocity acts as my HR team. And now the team can check the app themselves, they can fix their direct deposit or download their tax form. HR used to be a huge portion of my work but now employees have access to the app and are empowered.”

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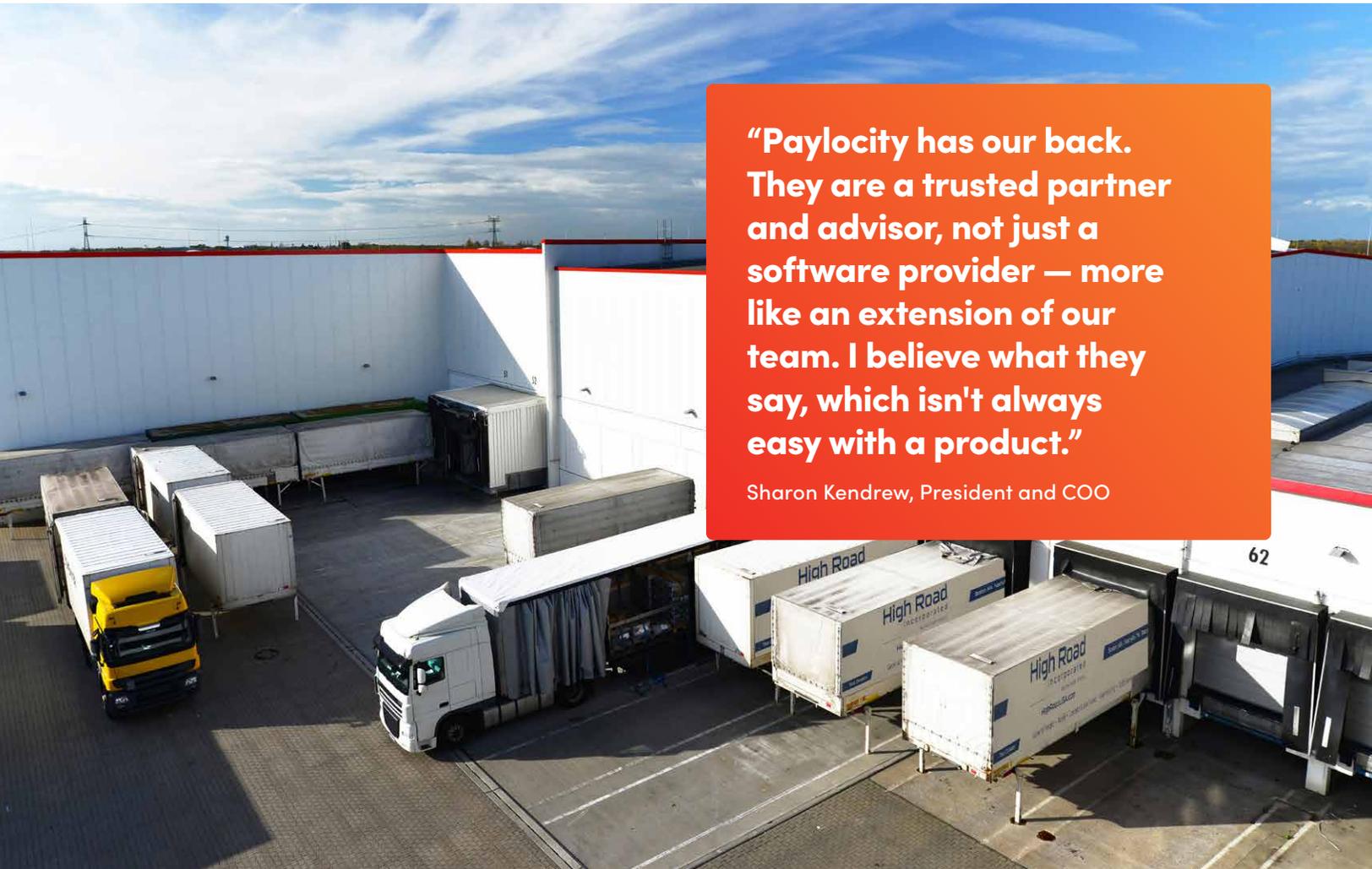
– Sharon Kendrew, President and COO

2020 brought an influx of legislative changes that came fast and furious. High Road leaned on Paylocity during this time, leveraging resources such as micro kits, compliance alerts and updates right within the product to help Sharon and her team stay in-the-know. “As soon as something is required of me or there’s a law change, I know there’s not much that I’ll need to do,” says Sharon. “Paylocity has our back. They are a trusted partner and advisor, not just a software provider – more like an extension of our team. I believe what they say, which isn’t always easy with a product.”

Peer-to-peer recognition can be a game changer for many companies. Although High Road had a fun

and collaborative culture to begin with, the virtual and mobile-friendly kudos extended that same experience to those on the road or in different locations. “Impressions have been really great for morale and employee engagement. It’s public so everyone can see, and that is great motivation.”

Relationships are a big deal to the small business. Sharon explains how from the initial sales meeting in a coffee shop to implementation to ongoing support, she feels understood and supported. “The customer service team always responds in a timely manner, and I do get my questions addressed. They're always professional and I know I can rely on them.”



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