

THE ROAD TO HR EXCELLENCE

Leading auto dealership uses ExponentHR's proven platform to ensure timely and accurate payroll for employees across its group of businesses

THE NEXT GENERATION OF AUTO RETAILERS

Dallas-based Forbes Todd Automotive Group is on the forefront of automotive retail and technology. With two dealerships, a repair shop, and a collision center in the Dallas area, Forbes Todd offers innovative customer service strategies by combining online and offline transactions. The company has been featured in industry publications and events, including the MOVE America conference, the premier event for the transport tech and mobility industry.

CHALLENGE

It's not easy to keep track of more than 260 employees across two large car dealerships, a busy repair shop, and a collision center. But that's what Forbes Todd does every day, making sure everybody from hourly mechanics to commission-based salespersons are paid accurately and on time.

ENSURING ACCURATE PAYROLL

For years, Forbes Todd ran its payroll and HR services on an earlier, more limited HR platform. As the business and its complexities grew, so did issues with payroll accuracy and reliability. "Although car dealerships might look like a simple business, you'd be surprised by the complexity of the pay structures and the differences in plans," said Chief Financial Officer, Chad Lovell. Lovell soon decided a new HR solution was needed to better manage the "very clunky" experience and accuracy issues of their prior platform.

MANAGING COMPLEX COMMISSION STRUCTURES

For example, the structure of a salesperson's commission payments can vary by store location, and the pay for a service technician can depend on the type of job performed (hourly rate versus piecework). The company's existing HR provider "could not wrap their heads around that, but ExponentHR was familiar with the car business, so that wasn't a problem. It's plug and play," Lovell said.



SOLUTION

The CFO and his colleagues narrowed their choices to ExponentHR, Paycor, and Paylocity. Although the shortlisted companies offered competitive features, the difference was ExponentHR's exceptional team. "They were very knowledgeable and personable, and while the others were just trying to get us to close, ExponentHR was truly trying to learn my business," Lovell said. "It came down to the ExponentHR team and that was our deciding factor."

The company's HR clerk, payroll administrator, controller, and assistant controller agreed that choosing ExponentHR was the right move. "ExponentHR was a no brainer for us," Lovell said. It didn't hurt that ExponentHR was less expensive overall than the competition—or that its onboarding team was comprised of all internal expert resources based in the U.S.

INTEGRATED HR PLATFORM

Forbes Todd's new HR platform went live without a hitch. Thanks to ExponentHR's rigorous and efficient implementation process, the system went live as expected and on time with no disruptions to the business. The integrated platform includes time tracking, payroll processing, expense reimbursement, onboarding, HR compliance reporting, and more. "ExponentHR could do everything we needed it to do," Lovell said.

RESULTS

Since moving to ExponentHR, Forbes Todd has realized numerous benefits, starting with significant time savings in processing payroll. "Our payroll processing went from being a two-day process down to half-day process," Lovell said. "ExponentHR also helped us convert from weekly payroll to semi-monthly, allowing us to take our payroll from 52 times a year to 24 times a year, saving even more time for our team."

With ExponentHR, the company's core HR functions—from payroll and onboarding to benefits enrollment—run on a single integrated platform. That enables seamless data sharing across business and less hassles with system updates. "There is absolutely a big efficiency gain using a single platform," Lovell said.

SAVING TIME

Employees also save time when accessing HR information online and enjoy a faster and smoother onboarding and open enrollment experience. "We went from handing out a 50-page set of paper documents to being completely automated and online," Lovell said. "New hires can complete all the forms online from their couch, get reminders of next steps, directions to the dealership, and a welcome video."

The automated process means that new employees show up ready to work instead of losing a day filling out forms. And while they're going through the onboarding process, ExponentHR notifies their new managers and assigns tasks to them to help complete the process on the management side.

SUPERIOR CUSTOMER SERVICE

With ExponentHR, Forbes Todd is never left out in the cold. If there are any issues with the system—or if the management team is seeking advice on implementing an HR change—help is one phone call away. "I'll just email them or call their 800 number and I've got a whole team working on it right away," Lovell said.

HIGHLIGHTS



Single integrated platform for core HR functions



Reduced payroll runs by 50%



Reduced payroll processing time from 2 days to a 1/2 day



25% lower cost of ownership

ExponentHR SOLUTIONS

- > PAYROLL
- > TIME AND ATTENDANCE
- > PERFORMANCE MANAGEMENT
- > EMPLOYEE ONBOARDING
- > EMPLOYEE COMMUNICATIONS (EMAIL AND TEXT)
- > EMPLOYEE SURVEYS
- > PAID LEAVE TRACKING
- > EXPENSE REIMBURSEMENT
- > COST ALLOCATION AND GL MAPPING
- > WORKERS COMP AUDIT REPORTING
- > WORKPLACE SAFETY / OSHA
- > CUSTOM REPORTING AND ANALYTICS

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Chad Lovell, CFO, ForbesTodd Automotive Group

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