

LEADING A NEW WAVE OF HR INNOVATION

Top entertainment marketing company keeps its HR and payroll operations on the cutting edge with ExponentHR

SETTING THE STANDARD IN ENTERTAINMENT MARKETING

New Wave Entertainment, an employee-owned entertainment marketing company based in Burbank, CA, is a leader in TV and motion picture post-production and digital marketing. With a diverse team of 200 professionals, New Wave's commitment to providing a great work environment starts with accurate, timely pay and benefits administration. However, their journey to seamless HR and payroll operations was not without hurdles—until they partnered with ExponentHR.

CHALLENGE

When Christina Capone joined New Wave Entertainment as Director of Human Resources, she inherited a fragmented HR system plagued by poor customer service, slow access to critical payroll reports, and a clunky, piecemeal software platform. "The customer service was terrible," Capone recalls. "Accessing critical payroll reports was tedious and slow. You were always waiting for them." Multiple outsourced vendors meant disparate systems that struggled to communicate, leaving the HR team in the dark about how everything fit together.

SOLUTION

Drawing on her prior success with ExponentHR at other media companies, Capone was confident in making the switch. After evaluating four competing vendors, she chose ExponentHR for its unified platform and robust capabilities. "Based on my personal history, there was no other company I wanted to look at. ExponentHR was it, hands down," she says.

New Wave Entertainment quickly rolled out ExponentHR's full suite, including payroll, benefits administration, onboarding, recruiting, and performance management. "We pretty much use it all," Capone notes. The transition was smooth and efficient, with ExponentHR handling data migration, setting up historical records, and providing comprehensive training.

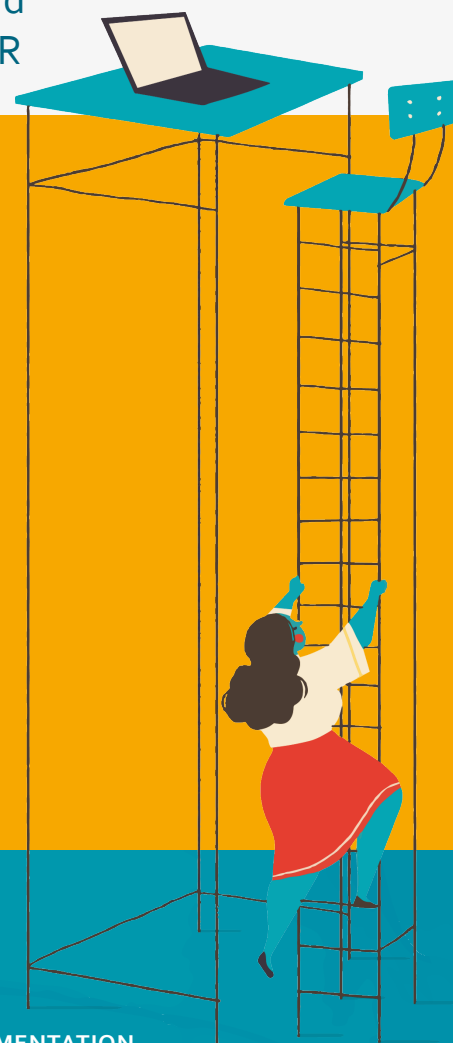
RESULTS

SEAMLESS IMPLEMENTATION

Capone describes the implementation as "the most organized" she's experienced. "They just have it down. It was super smooth—they don't miss anything." ExponentHR created a clear timeline, provided ongoing support, and ensured that everything was ready before the first payroll run.

OUTSTANDING CUSTOMER SERVICE

New Wave's HR team now enjoys direct, knowledgeable support. "When you call, you speak to someone immediately," says Karen Adam, HR Generalist. "You speak to the same people over and over again, so they get to know you." Unlike other vendors, ExponentHR's entire team can answer questions across payroll, benefits administration, and paid leave in a single call, eliminating the runaround.



UNIFIED, INTUITIVE PLATFORM

Employees and administrators benefit from a single, user-friendly system. "It's cool to have everything in one place. We had so many different platforms before. Now it's so much easier for them to find things and gather their own information," Adam says. Self-service features empower employees to access paychecks and manage information independently.

EFFICIENT, ACCURATE PAYROLL

Payroll processing is now dramatically faster and more reliable. "The payroll team would start payroll on a Friday and it would take until Wednesday to finish. Now we start on a Monday and we're finished that same day," Adam says. Built-in checks and easy-to-read variance reports help spot mistakes before they happen, ensuring accuracy and peace of mind.

CUSTOM REPORTING

ExponentHR's flexible reporting tools make it easy to generate custom reports. "Their flexibility and customization is awesome," Capone says. This comes in handy when benefit brokers ask New Wave to provide HR reports in specialized formats. "It's so easy for ExponentHR to create a custom report for us—usually in a day—and then we're able to continue to use that report over and over."

COST-EFFECTIVE GROWTH

Switching to ExponentHR has proven cost-effective: "When you add up all the various components (from the previous vendor), ExponentHR is truly less expensive. They are very upfront about their costs. There are no hidden fees," Capone says. The system's scalability means New Wave is poised for future growth, including rapid onboarding during acquisitions.



HIGHLIGHTS



HR and payroll across all business units on a single platform



Increased speed of payroll processing by days



Gained easy access to customized payroll and benefits reports



Benefited from improved customer service



Designed and implemented performance management system



Implemented solution on time with personalized communications and training

ExponentHR SOLUTIONS

- > Payroll
- > Time Tracking and Attendance
- > Performance Management
- > Applicant Tracking System (ATS)
- > Employee Onboarding
- > Employee Communications (email and text)
- > Paid Leave Tracking
- > Expense Reimbursement
- > Cost Allocation & GL Mapping
- > Workplace Safety/OSHA Tracking
- > Custom Reporting and Analytics

"Other companies leave you hanging when it's time to do your first payroll. ExponentHR holds your hand through every step of the way. They make sure that once you've completed your first payroll, you will feel comfortable doing the next ones on your own."

Christina Capone, Head of HR, New Wave Entertainment

LEVEL UP YOUR HR, PAYROLL, AND BENEFITS

Learn how your HR and payroll can be exponentially better.

Contact ExponentHR at sales@exponenthr.com or visit us at www.exponenthr.com