

The Customer

Allen Samuels Auto Group

Industry

Automotive/Retail

Number of Employees

1,200

Key Benefits

- * 85% productivity increase in payroll
- * Improved ability to manage growth
- * More time available for strategic HR initiatives

“I hired a payroll person last week who had no experience with UltiPro. After only seven days of working at Allen Samuels, my new employee is already able to run the entire company’s payroll on her own and will be doing so next week when I am traveling. My staff and I are delighted that the system is so easy to use.”

Gail Hegar
HR Director
Allen Samuels Auto Group



Company Profile:

Allen Samuels Auto Group is among the top dealership groups in the U.S., offering seven lines of automobiles in nine cities in Texas. The company began operations in 1983 with one dealership and, in the two decades since its inception, has grown to regional prominence.

The Challenges:

Faced with an increasingly complex payroll as the auto group expanded its market coverage, Allen Samuels’ HR and payroll staff was challenged to control costs while managing employee needs for its geographically distributed workforce. Because auto dealerships sell a product of significant value, numerous financial incentives, some of which change frequently, also are provided for salespeople.

The combination of complex payroll, such as incentive pay for demos and bonuses, tax administration, and customized deductions, with a 20% annual growth in employees, required extensive management and man-hours. Yet with a staff of only two, the payroll department found itself buried in details and unable to concentrate fully on other HR responsibilities, like benefits and reporting.

Another example of a unique requirement within the auto industry is “flag hours”—a billing standard that determines how long a repair should take for a specific service. Automotive technicians are compensated based upon the service assigned flag hours, which may exceed the actual number of hours worked. If an automotive technician completes a repair in less time, he or she is compensated for the standard flag hours designated to the task.

Finally, the requirements of the previous payroll vendor placed an undue burden on staff at company headquarters and satellite offices. Payroll figures needed to be collected, confirmed, and corrected manually—first at headquarters, and then at each of the company’s 11 locations. In addition to extra costs, the overnight shipping, time to review payroll for each employee, and the manual corrections required before submitting final payroll consumed five business days.

The Solution:

UltiPro now streamlines and automates an increasingly complex payroll process for Allen Samuels. The company's plans to acquire new dealerships, combined with its historically aggressive market expansion, are resulting in annual employee growth rates exceeding 20%.

The efficiencies achieved through UltiPro enabled the company to gain an 85% productivity increase in payroll efficiencies and eliminated the need for new hires in payroll administration. The software-intuitive interface means newly hired staff can manage payroll with minimal training.

UltiPro also has automated the detailed calculations of employee earnings. The solution's ability to manage flag hours and demos helps Allen Samuels easily reward its automotive technicians. They are then motivated to provide excellent customer service while contributing to the continued growth of the company.

Additionally, each paycheck clearly spells out one source of income and individual reductions—significantly reducing the questions received from the field during each pay period. According to HR and Payroll Administrator Gail Hegar, this enables her team to expand its scope of responsibility and embrace more strategic HR issues for employees.

“UltiPro's speed and ease of use allow my team to easily manage the company's expansion. Payroll that once required five working days of oversight for each pay period now needs only 1.5 days,” said Hegar.