



Case Study: Dhanani Group Boosts Enrollment with DailyPay & goHappy Partnership.

DailyPay and goHappy have joined forces to provide employers with even more ways to enhance awareness of earned wages among their employees through seamless integration.

The integration allows employers to send personalized DailyPay links to their employees through automated or prompted text messages via the goHappy platform. This collaboration empowers employers to raise the visibility of DailyPay at their organizations, enabling their employees to have the choice and flexibility over their earned pay they deserve.

Don't take our work for it – we sat down with Staci Drilling from Dhanani Group to hear what she had to say about the integration.

Staci Drilling:

goHappy is our primary source of frontline communication. We use it for everything from store closures and recognition to open enrollment and paychecks. It also is more immediate than flyers in the restaurant. We still do those things, of course, but now I can communicate with our 18,000 employees directly. It just goes straight to their phone.

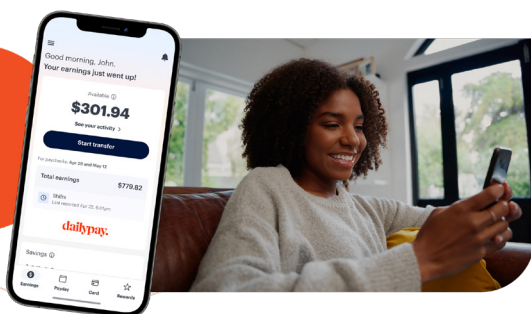
We've been working with DailyPay for about 16 months. Their individually tokenized sign-up links are great when someone wants to sign up for DailyPay since it streamlines the process so much and makes sign-up so easy. We were exploring new ways to get these tokenized sign-up links directly to our employees, and we talked briefly about email. We knew that our employees don't have email addresses or frequently don't check their emails. I introduced them to goHappy, and the rest is history.

What's clear for me is just how much removing barriers, even if it's one or two clicks, three or four fields, drives engagement and enrollment. **For me, this process also inspires me to think 'Okay, where are there other places in our world that we can do this for people?'**

I was appreciative that both the DailyPay and goHappy teams took an idea and ran with it. For me, being able to spend time focusing on other things while the DailyPay and goHappy teams worked together to build this was huge. I felt very trusting in the fact that these partners were going to work through it. **I was happy to be the guinea pig and work through those things because I trust both partners.**

My sentiment is that I don't know, DailyPay and goHappy just worked magic, and it happened.

In a landscape where employee engagement is challenging, Dhanani Group saw a **45% enrollment** result from this employee communications campaign powered by the goHappy and DailyPay partnership.¹ DailyPay's reporting demonstrates a **43% decrease** in turnover among enrolled employees, underscoring the tangible value delivered to Dhanani's business objectives with this new initiative.²



¹ DailyPay Client Data, March 2025

² DailyPay User Survey

Case Study: Dhanani Group Boosts Enrollment with DailyPay & goHappy Partnership.

