Puma Improves Timecard Reconciliation and Boosts Employee Engagement With DailyPay.

Puma North America, a global sports brand, sought to enhance its employee experience and address challenges with timecard reconciliation. They'd explored a few options to encourage accurate timecard submissions, but nothing seemed to work. After implementing DailyPay, they finally saw the results they were looking for.

We sat down with Tiffany Paquette, Director of People Technology & Operations, and Jessica Weatherbee, a Junior Analyst on the People Technology & Operations team, to hear about their experience.

Why Implement Earned Wage Access?

Tiffany: We were really invested in getting something to support our retail team, and we wanted something that stood out and kept us competitive in the market. We've been very focused on candidate and employee engagement and delivering the best experience, and this was one thing that had come up in that feedback. We had seen that some of our competitors were offering earned wage access as a benefit.

At first I had some hesitations, and thought this would just complicate Jessica's payroll process. She's worked really hard to get it to a good point where everything is seamless, and I didn't want to ruffle any feathers. The more I learned about it, though, I saw that it didn't affect her processes or make anything more complicated like I thought it might.

Jessica: Another important aspect was that, on top of being such a great service for employees, there was no cost to Puma. All of this together really made us think "why not?". Seeing all of the benefits it could offer the team at no cost to us, we didn't have any reason not to try it.

Has DailyPay Been a Success?

Tiffany: This journey for us has been a huge surprise, as far as the acceptance rate and energy involved from our retail population. From a project management perspective, my goal was to implement a competitive benefit for our employees to keep us on the cutting edge of our industry. Knowing our retail employees make up around 80% of our population, I really wanted to deliver something they'd be excited about.

And they were definitely excited. Our participation rate right off the

Partner: Puma

US Headquarters: Somerville, Massachusetts

Industry: Retail

Number of Employees: 3,800

Payroll Platform: Workday

Time & Attendance Platform: UKG Dimensions bat was so high compared to any other benefit we offer. I was expecting participation rates in the teens, and our percentages in some categories are tripling that.

We'd also expected that our retail employees would benefit from DailyPay the most because they're in lower wage positions, but because of the success we're looking to enhance and expand the program into our salaried population, as well.

Jessica: To echo Tiffany's sentiments, we definitely didn't realize how big of an impact this would have on our employee population, and what our utilization rates would look like. I was especially surprised at how quickly the participation rate grew after we launched, and how steady it's remained. I thought perhaps 20% of our retail employees might sign up, but now over 50% of our new hires enroll in the benefit.

Tiffany: And our program has only been live for five months. The numbers already jump off the page at me and scream success. I'm also excited about the financial wellness features and enhancements that DailyPay offers. It helps our employees not only access their earned wages earlier, but also helps them manage what they're doing with that money and how they can make the most of it. It really solidifies that this was the right choice for us to make.

Timecard Reconciliation: A Surprise Benefit

Jessica: Every week I look at the timecards before everything is approved and submitted to our payroll system. It could be 100 to 150 timecards that were not being fully reconciled every week, and I would have to review each one. After implementing DailyPay, we're down to only 10 or 15 per region. It's a more than a 50% decrease in timecard reconciliations I have to review, which is a huge benefit and a huge increase in efficiency for us.

We're seeing that supervisors are also using DailyPay, and can recognize that if their timecards aren't correct, those wages aren't available in DailyPay. We're also seeing employees pushing their managers to ensure their timecards are correct so that their wages are available to them. It's sparking these process improvements we've tried so many other solutions for, and it was another piece that was such a great surprise for us.

Tiffany: We tried a lot of things to solve this timecard reconciliation issue. We've made policy changes, we've held managers accountable, done write-ups, created negative impacts for not submitting correct timecards; all those efforts fell short. There was a disconnect between the importance of payroll and time tracking versus making sure we had retail employees on the floor doing their job of selling and running the stores. This benefit created a direct connection between the admin work of reconciling timecards and the tangible benefit of accessing wages that have been earned, and it made it easier for employees and managers to see the benefit of submitting timecards correctly to make accessing those wages possible.

Jessica: This connection also helps us fill shifts more easily. It makes it easier for employees to see that if they pick up an extra shift today, they don't have to wait a week to access that extra money. I think that's another reason we have such high participation.

How was Implementation? How does DailyPay affect your Payroll Process?

Tiffany: My team runs very, very lean. My team that supports both US and Canadian payroll is Jessica – you can't get much leaner than that. The fact that it didn't impact her payroll process was critical. If it involved extra steps in her process, we never would've been able to do this.

It was great to have all the information we needed at launch to communicate this new benefit effectively. We have the materials we need to continue to communicate this benefit out, via things like morning huddles at the stores, or monthly calls or all hands meetings. We continue to push information out in emails, too, and I think this is really key to our success.

Implementation itself was great. We were given everything we needed, and it was a very methodical process. We stuck to timelines, we got across the finish line exactly when we expected to, and dates didn't shift.

Jessica: It was also very good to have a dedicated DailyPay launch strategist to guide our marketing. Greta was amazing. She knew all of the resources we had available, had recommendations on how to use them based on what worked for other clients, and had very easy templates we could use to get the word out. She knew exactly what details employees would need, and I think she was key in getting us to the success we see today.

Tiffany: Another invaluable person in the implementation was Keira, our implementation manager. She was amazing throughout the process and always had an answer. She knew the process inside and out and made sure we had the comfort level we needed, knew how to do everything we needed to do, and supported us along the way. Greta and Keira were a reason it was such a success.

Any Final Words?

Tiffany: If you're truly invested in giving employees the best experience at the company you work for, why would you not want a completely hands off benefit with a seamless integration? The results speak for themselves, to me it's a no-brainer.

Jessica: I feel the same way. There are so many checks and balances you can put into place to ensure your payroll stays streamlined and correct. This is a benefit that's free to your company and a great way to show your employees that you care about their financial wellness to make sure they have financial flexibility or can keep food on their table or pay their bills. Why wouldn't you?

Results

The implementation of DailyPay's earned wage access program yielded several positive outcomes for Puma:

- **High New Hire Adoption:** Over 50% of new hires enrolled in the program, indicating a strong employee interest in and demand for early wage access.
- **Improved Timecard Reconciliation:** Puma saw a significant increase in timely timecard reconciliation, exceeding a 50% improvement.
- **Positive Employee Feedback:** Employees expressed satisfaction with the program, citing its ease of use, convenience, and the ability to access funds quickly, especially during times of financial need.

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