

Case Study

**Stoughton Trailers sees
higher retention and \$17,000
in employee savings.**

dailypay 

STOUGHTON[®]

Third generation family-owned Stoughton Trailers has been a leader in trailer manufacturing since 1961. They manufacture all kinds of semi trailers and chassis, including dry vans, refrigerated trailers, and specialty trailers.

They're headquartered in Stoughton, Wisconsin and operate facilities in South-Central Wisconsin and in Waco, Texas.

Amy Doepke, Senior Director of Total Rewards and HR Operations, has been with Stoughton for 7 years. Becky Beaudry is the Senior Benefit Analyst and has been with the company for two and a half years. We sat down with them to hear about their experience with DailyPay.

Why on-demand pay?

Amy

Once we heard about it, we thought it could be a great recruitment and retention tool. We run a weekly payroll, but still many manufacturing employees can live paycheck to paycheck.

I immediately thought it was a cool concept.

Why did you pick dailypay?

Amy

DailyPay's not the only offering in the space, so I was interested to know what set it apart. I picked information up from a few sources, and what sold me was that it was the easiest option for employees. And, on top of On-Demand-Pay, there are financial wellness offerings included with DailyPay. That was important to me. It's always a goal to focus not only on people's physical and mental

health, but also their financial health. It's part of our full-blown wellness program. We do anything we can do to make it easier for our employees.

How was implementation?

Becky

Prior to DailyPay, I'd implemented another similar benefit before so I was familiar with the concept. Compared to that implementation, setting up with DailyPay was pretty smooth. It went quickly and easily on our end.

Amy

Keira, our implementation manager, was excellent. We were pleased to see how many people wanted to use DailyPay. We're still pleasantly surprised with how many people are taking advantage of the savings program or financial education. **DailyPay users at Stoughton saved over \$17,000 in 2025** through DailyPay programs.



Partner:
Stoughton
Trailer

**US
Headquarters:**
Stoughton,
Wisconsin

Industry:
Manufacturing

**Number of
Employees:**
2,000

**Payroll
Platform:**
UKG Pro

**Time &
Attendance
Platform:**
UKG Dimensions

What effects has dailypay had on your workforce?

Becky

Looking at reporting and following those who are enrolled in DailyPay and how long they've been enrolled, we can deduce that it's helping with retention. It's promising to see that on our end, and it's a part of why people are staying longer.

Prior to DailyPay, I know some people may have used payday loans, which can be scary and be a cycle it's really hard to get out of. So I think as people talk about DailyPay more and understand it, it helps increase adoption.

I'm pleased to see in reporting that people are using it for bills or gas or groceries, and it's good to see people taking advantage of the savings program that's available, or signing up for the free credit monitoring. These are powerful tools for making a financial plan. It can help someone move from a situation where they don't know if they'll have \$50 next week to a place where they can be building savings.



Advice you have for someone considering an on-demand pay program?



Becky

It's important to be prepared to have conversations with your workforce about how DailyPay works. Communication collateral from DailyPay is great, so use it. It's easy to read and great to look at, and there's video content available, too. Utilize it for your communications and marketing.

Amy

I agree. Communication about the program is important, and making sure everyone knows how it works. We had some people in the beginning confused about how it worked, but that didn't last long. DailyPay's great, and we're happy to continue offering it.

daily pay 

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