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Case Study.



Juniper Communities Improves Benefits With DailyPay

Cindy Longfellow and Katie Kensinger work for Juniper Communities LLC, a Senior Living community with over a dozen locations in NJ, PA, TX and CO. Founded in 1988, Juniper Communities specializes in living a happy and active lifestyle along with memory care. Cindy is the Vice President of Business Development, Sales, and Marketing and Katie is the Marketing and Messaging Director.

What drew you to earned wage access?

The idea came out of conversations that we're still having about our younger workers' preference for elements of gig-style jobs. We recognized early on that because of the 24/7 nature of our work, more flexible gig-style scheduling was going to take a lot more effort, and we're still talking about that today. But we could definitely "gig-ify" how employees could be paid.

Our industry as a whole has a reputation for being a little behind the times in some areas, but Juniper is recognized as very forward-thinking, especially when it comes to what we do for residents. We're a leader in our industry, and we wanted to catch up on the benefits side of the ways we support our associates. This was

an easy way we could implement something that feels very current, very responsive to the desires of job seekers today. It was relatively easy to implement and didn't really cost us anything. What a beautiful thing. Why wouldn't you do this?

Why DailyPay?

We talked to one or two other companies, but DailyPay was clearly the expert. It was kind of a no-brainer to choose DailyPay because they are so far ahead of the field.

Some office managers thought DailyPay was bound to create a bundle of issues and add to their workload, but more than a year later I still haven't heard about any issues at all. The only extra effort is reminding associates we have this available – and DailyPay's team has really given us all the tools we need to do that.



Partner:
Juniper
Communities

U.S. Headquarters:
Bloomfield, NJ

Industry:
Senior Living

**Number of
Employees:** 1,700

Payroll Platform:
ADP Workforce Now

**Time & Attendance
Platform:** Smartlinx

"When someone hacked into my personal bank account and stole \$2,000, I found myself without needed funds. Fortunately, the money could be replaced but the process would take 7-10 business days. I couldn't wait that long, so I used DailyPay, which I swore I would never do. The DailyPay sign-on process was super easy. I was able to request a transfer of funds and the money was available in my checking account within minutes. I was a little nervous that it would interfere with my regular paycheck, but happily everything was correct and the remaining funds were in my bank account - right on schedule."

- MaryLee G.

Like a lot of organizations, of course, we're competing in a really tough talent environment and DailyPay gives us an edge not only in recruitment but also with retention for our current associates. We include the fact that we offer DailyPay in our ads for recruitment and I think people are noticing that.

"I love DailyPay because it gives you the opportunity to have instant pay whenever you need it. DailyPay came in handy when I was going away for the weekend and wanted to access some of my paycheck early. It is super convenient and easy to use. DailyPay is not a benefit that I've seen offered in other places. I really appreciate that Juniper gives us this option. It shows they look out for their employees and our wellbeing."

- Courtney V.

According to DailyPay's Data:

58%+
new hire enrollment

Average transfer amount of

\$119

Top self-reported
transfer reason:

 **Bills**
25%

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