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Case Study

**On-demand Pay: A Benefit that has
Employees Staying Longer**

Abby Ludens is the Chief Talent Officer at Comoto, one of the nation's largest power sports aftermarket retailers with over 170 stores in 45 states. She oversees the attraction, retention, and advancement of Comoto Holdings' employees. Abby sat down with DailyPay to discuss her experience and what brought the benefit to Comoto Holdings.

Here is an inside look into Abby's experience:

What are some challenges Comoto Holdings faces?

"In my twenty years of working, the past few have been the hardest due to the pandemic and societal changes that have occurred.

Absenteeism is at an all-time high and incentives are hit-or-miss. Fulfillment centers are usually in areas where there is another fulfillment center across the street, who will offer 50 cents more an hour to any employee. That makes it hard to retain workers since there is always another option to find a new job and get a raise. It's an incredibly competitive industry."

How did you think DailyPay would work at your company?

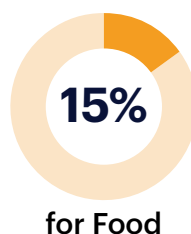
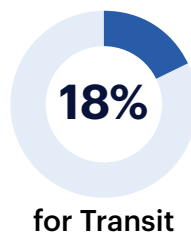
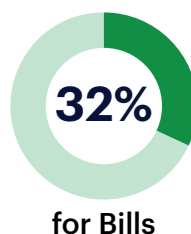
"I knew that this type of offering solved a need for our organization.

I was confident it would be a good addition because I had a couple of references that I trusted that had recommended it. People would come and ask for pay advances all the time for good and responsible reasons. We just didn't have the mechanism to pay them unless they wanted to take a 401(k) loan which isn't the right thing

they should be tapping into. Overall, I knew it would help us solve that problem."

Just look at the figures

Top 3 reasons for transfers reported by Comoto employees:



Partner: Comoto Holdings

U.S. Headquarters: Philadelphia, PA

Industry: Retail

Number of Employees: 2,500+

Payroll Platform: ADP - Workforce Now

Time & Attendance Platform: ADP Essential Time

How does your collected data affect the way you look at DailyPay?

“To give employees access to their pay early is valuable and to see that they are spending it on things they actually need is so important to me.

Some of us might look at a flat tire or our car breaking down as something that's stressful but it's not a serious financial stressor, but to some people it is. To some of our employees, it could be financially crippling because it could prevent them from working. That's why access to the money that they've earned is so crucial.”

What have the results been since you implemented DailyPay?

“Our new hire base who used DailyPay would stay with us twice as long as those who didn't use it.

The early results were really compelling. All stats and data show employees are using it responsibly and for the right reasons. The effects it had on new hires and how they stayed with us longer when they used DailyPay is just one leading indicator that it helps improve retention.”

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