

# DG DHANANI GROUP



# Case Study

**Leading Franchise Owner Dhanani Sees  
Success With DailyPay**

**daily pay.**

Founded in 1976, Dhanani Group has grown beyond its gas and convenience store beginnings and expanded into a number of different industries. A major franchisee with hundreds of locations throughout the United States, Dhanani Group is ranked one of the top QSR franchise owners for Burger King Corporation and Pizza Hut, among others. We sat down with Sitara Tahmas, Vice President of Human Resources at Dhanani, to hear about her experience with DailyPay.

### Why Did You Start Offering On-Demand Pay? And Why DailyPay?

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We pursued On-Demand Pay for several strategic reasons. First, it enhances our ability to attract and retain hourly talent in a highly competitive labor market. Traditional benefits for hourly and part-time employees can be difficult to standardize, and On-Demand Pay provided a universal benefit that immediately strengthened our overall value proposition.

While our pay card solution included an On-Demand Pay option, we ultimately selected DailyPay based on its strong market reputation and positive feedback from peer organizations. DailyPay demonstrated a proven track record and offered the reliability and user experience we needed.

### Did You Have Any Concerns or Reservations About On-Demand Pay?

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Initially, my primary reservations were driven by the fact that On-Demand Pay was a completely new concept for us. There was significant uncertainty around how the program actually functioned, what employee utilization would look like, and whether we would be investing time in offering a benefit that our workforce might ultimately not use. I was also concerned about more complex scenarios—such as terminations—and how those would be managed.

As we gained clarity on the flow of labor data and the way information is transmitted to DailyPay, those concerns were effectively addressed. The process proved far more structured and straightforward than it appeared at first glance.

In the end, despite the initial ambiguity, it became clear that On-Demand Pay delivers a meaningful employee benefit at no cost to the organization, while requiring minimal utilization and virtually no operational lift on our part.



**Partner:** Dhanani Group

**US Headquarters:** Sugar Land, TX

**Industry:** QSR Franchise Owner

**Number of U.S. Employees:** 10,000

**Payroll Platform:** ADP

**Time & Attendance Platform:** Varies; Hot Schedules; PAR; RTI

## How Would You Rate DailyPay's Support?

DailyPay's support has been outstanding. Their team consistently demonstrates a high level of operational awareness—often identifying and flagging potential issues before they surface on our end. Their proactive approach has given us confidence in the stability and accuracy of the program.

During our transition to a new POS system for our Burger King concepts, DailyPay—and specifically our Customer Success Manager, Keith—made what could have been a complex migration remarkably straightforward. They assumed the heavy lift, enabling us to transition more than 600 restaurants within a matter of weeks. The execution was efficient, well-coordinated, and far smoother than we anticipated.

We also navigated substantial organizational changes while moving our payroll operations to ADP. With new payroll managers unfamiliar with the DailyPay platform, Keith provided hands-on support that eased the transition and removed a considerable amount of pressure from my team. His partnership with payroll and HR has been instrumental.

In short, the level of support we receive from DailyPay is unmatched. Their team is proactive, dependable, and deeply committed to our success. I truly cannot imagine going through these transitions with any other partner.

## How has DailyPay and On-Demand Pay Been Received at Dhanani?

Approximately one-third of our associates are currently enrolled, and 10–15% use DailyPay during unexpected financial situations. Many employees enroll upon onboarding and view it as a financial safety net, even if they do not draw from it every pay period. For some, it provides peace of mind; for others, it serves as a tool to manage personal financial strategies—including those who leverage early access to invest their earnings.

Communication through our GoHappy platform, especially with the DailyPay integration, significantly accelerated enrollment. Early on, there was a perception that utilization might be low, but the actual data demonstrates strong and consistent engagement across our workforce.

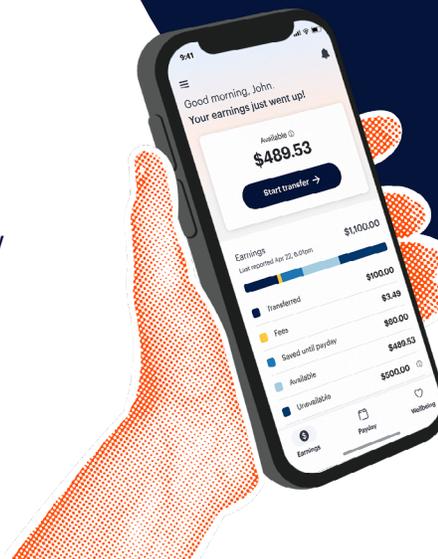
## What Advice Would You Give Other Organizations Looking To Start an On-Demand Pay Program?

We first introduced DailyPay within our Burger King and Pizza Hut brands and are now expanding across additional concepts. Operationally, the program has been extremely easy for our payroll teams to manage—implementation was smooth, and ongoing oversight is minimal.

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Most employee inquiries are simple, and DailyPay's support team handles any complex issues quickly. The platform runs reliably, and its reporting tools give us clear visibility into enrollment and usage.

For organizations considering an on-demand pay solution, strong internal communication is essential. While our initial rollout could have been more robust, DailyPay's marketing and onboarding resources—especially automated text messaging—have been highly effective in driving awareness and adoption.

Overall, DailyPay delivers meaningful employee value with very little operational lift, making it a strong strategic benefit.



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