



Making it easier to manage hundreds of work orders

This established, nationwide service organization has more than 30 years of experience providing technical expertise for digital signage, kiosk, interactive display, self-service dispensers, vending equipment, POS systems, fitness equipment and electric vehicle charging stations. The company has successfully demonstrated its strengths by providing a total integrated and managed technical service organization, from concept to planning to implementation and support.

The challenge

While the business had been expanding its services to customers in their retail locations, they found a need to shift from a W2 workforce to independent contractors (1099 workers, freelancers) in order to adapt to market conditions. Originally, they had developed an in-house database of contractors, but as work orders increased, they struggled to manage this extended workforce. Handling between 300 to 500 work orders per week, and paying their contractors on time was a time-consuming process. Reconciling invoicing with manual paper checks caused delays and negatively impacted worker satisfaction.

After beginning to work with a different vendor, "they didn't seem to have a good handle on the quality of their technicians. We were running into issue that were impacting our customers like scheduling a tech at a certain time who wouldn't show up," explains the VP of Sales and Marketing. And if there were any disputes with a worker, they didn't feel they were getting the proper level of support.

The management team also evaluated the cost of doing business and found that fees were being passed through to workers, resulting in payments that were less than the original assignment posting. They didn't want workers to have to pay a fee for each assignment, "it isn't a pleasant thing."

A technology solution was needed to not only pay workers on time, but also manage work orders more efficiently. An important factor was to find an end-to-end platform that was best-in-class and supported both the company and their workers.

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We work on high end projects with high visibility — it's what we pride ourselves on. So, having the ability to thoroughly vet and rate our technicians to ensure we deliver excellent customer service is a priority for us, it's our livelihood. WorkMarket understands that.”

VP of Sales and Marketing



The solution

After engaging with WorkMarket, the company now has a solution that not only handles assignments and payments for up to 500 orders per week, but also offers a robust suite of capabilities. The WorkMarket platform provides automated onboarding workflows, which allows the company to organize their workers into Labor Clouds based on pre-defined parameters such as skill sets, location, licenses, background checks and more. It also offers a rating system to easily track and offer work to their most trusted workers. Project managers now have visibility into worker performance, job completion and abandonment rates, and how far contractors are located from the worksite. This balanced view ensures that the right workers are selected for the right assignments.

WorkMarket's Client Experience team played an important factor in the decision to switch vendors. Their US based team acts as a liaison between the internal project managers and contractors — and jumps in to resolve any technical issues. The best-in-class mobile app is also a huge benefit, offering contractors easy access while on-the-go.



There is a lot of power in the [WorkMarket] system.

—VP Sales and Marketing

The results

The ability to ensure timely performance and an easy-to-use system has made a significant impact on customer loyalty and scalability. Assignments can be routed with clear instructions for scheduling, job locations and other important criteria to get the job done in a timely manner.

From a cost perspective, the platform was easy to justify when considering all of the costs that go into contractor management and maintaining customer satisfaction. In addition, the previous manual method of cutting 300-500 checks per week is now fully automated, saving hours of administrative time and allowing internal teams to focus on other organizational initiatives.



It's a matter of simple math. By looking at the number of work orders and looking at our cost per work order ... [using WorkMarket] just makes good business sense.

The quality of the technicians, the rating system and the ability to help vet workers is essential. The company feels that WorkMarket is a true partner and looks forward to utilizing more of the platform features to support other areas of their business.

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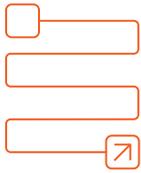
Technicians find the mobile app easy to use as well. When workers are on-site, we require they take and upload a before and after photo which we use to manage quality of work.”

VP of Sales and Marketing

Lessons learned

When the company was faced with a global crisis in 2020, **“Everyone at WorkMarket worked with us through the pandemic.”**

The WorkMarket platform is seen as a continuous improvement tool, and it is important to revisit and optimize Labor Clouds based on economic and business conditions. WorkMarket's US based Client Experience team ensures that the company is using the platform to the fullest extent, is aware of new capabilities, and can contextualize to their business needs.



Why WorkMarket

WorkMarket by ADP is an end-to-end platform that helps you realize the full potential of independent contracting today — so your business can take on tomorrow.

A single platform for managing your independent contractors

We help you attract, recruit, onboard, manage and pay your independent contractors easily, efficiently and compliantly.



Onboarding & verify



Manage work assignments



Pay



Organize talent



Compliance support



Integration & automation

Our automated tools and workflows will help you:

- ✓ Attract and retain top-tier talent
- ✓ Engage contractors quickly to meet customer demand
- ✓ Scale your business fast
- ✓ Improve compliance and mitigate risk
- ✓ Gain real-time visibility into your contractor workforce
- ✓ Reduce costs — automated processes save time and money



Interested in learning more about WorkMarket?

Explore our self-guided demo to see how you can efficiently and compliantly onboard, verify, manage work assignments, and pay your contractors.

[Access interactive demo](#)



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