



CASE STUDY

**A More Efficient Way
to Pay Your Contingent
Workforce**

About the Client

An American Sign Language (ASL) translation company and leading provider of Video Relay Services (VRS) to the Deaf, Deaf-Blind, and Hard-of-Hearing communities, was an essential service during the height of the pandemic. As a result, they placed more phone calls, which required all hands on deck to support this unexpected surge in phone volume.

The client works with a large pool of independent contractors who provide translation services across 35 call centers and they employ over 1500 employees throughout the U.S. and in Puerto Rico.



THE CHALLENGE

With independent contractors spanning the country, the client was paying each of these interpreters by a manual check. This process entailed printing each check, verifying all the details, getting the check signed, putting each check in an envelope, getting the checks ready for mailing, and ensuring they were mailed out on time. This workload was compounded by having to manage any checks that got lost in the mail, including efforts to establish what may have happened to the check, following up with relevant parties, and, ultimately, printing a second copy of the check. Once done, the administrative process of verification, signing, envelope stuffing, and then canceling checks that got lost, and following up on the status of checks from calls to emails began again.

As the business continued to grow, this process was becoming more and more cumbersome and time-consuming for the accounts payable team. No one wants to stuff checks; it hurts employee work satisfaction and when urgent business concerns arose the accounts payable staff had to ask the business to wait.

Two members of the team were covering payments for all staff, both internal and independent contractors, and while internal staff were being paid automatically via ADP, contractors were being paid by check, a process that was taking the two team members approximately five minutes per payment. Twice a month it took 5 hours to print and assemble 400 checks for mailing. Translates to 45 seconds per check.

By adopting WorkMarket, we added 4 hours of value-added activities back to the business.

The upshot was the two team members being significantly overworked, and so the search for a platform to eliminate these inefficiencies began.



THE SOLUTION

The client was looking for a platform that primarily would help the business reduce the number of checks it was processing by allowing it to pay its external workforce by direct deposit. Along with the excess manual labor the accounts payable team was experiencing, there was a vocal contingent of external interpreters pushing for direct deposit payments. A third-party platform was the most desirable way to meet this need.

Giving workers choice and flexibility

WorkMarket offered the direct deposit option, while also enabling interpreters to be paid automatically without having to log in every pay period and deposit the money into their bank account. It also provided a natural transition for the organization, which was already paying all internal staff via direct deposit.

The client considered several other direct payment vendors but chose WorkMarket because of its **ease of use and efficient mobile app** – both critical pieces for introducing a new payment platform to the client's interpreters. The **customer support and responsiveness** that WorkMarket offered was also a factor in the decision, with availability and communications of technical staff being a key factor.

WorkMarket's backing by ADP was also an important proof point for the client. Efficient payment of its contingent workforce is a critical component of its highly successful relationship with each one of its interpreters, so choosing the right platform to build an effective payment process was vital. ADP's backing of WorkMarket meant the client knew that this was a platform that was reliable, robust, and capable of meeting both their and their interpreters' payment requirements.

"Our community business has been growing over 30 to 40% a year, which means more contractors we have to manage. With WorkMarket we've been able to support that growth and top line with zero internal growth or OpEx spend related to it."

VP Finance



**30-40%
BUSINESS GROWTH**
with zero Operating
Expense (OpEx) spend

RESULTS

Since implementing WorkMarket, the client has seen a 40% adoption in direct deposit payments among its external workforce. This translates to accounts payable processing 400 fewer checks each month, which means a significant saving in terms of time and labor for previously overworked payment-processing team members. This has freed those team members up to spend more time on productive tasks, such as spend analysis.

It also enabled the client to find other efficiencies in its accounts payable processes, as well as the ability to support its growing business. The community business has been growing at a rate of 30 to 40% a year, which means a significantly higher number of independent contractors to manage. By utilizing WorkMarket to process 40% of contractors' payments, the business has been able to support this business growth much more effectively by having an accessible headcount to support more independent contractors.

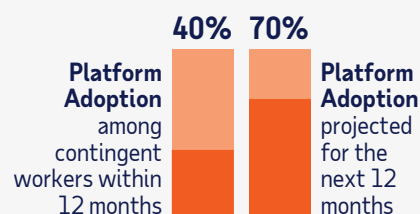
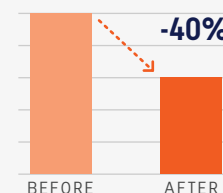
The organization also spends less time chasing up lost checks and dealing with the research and administration that goes into remedying this. Alongside this, feedback from the clients' team of external interpreters has indicated a much greater level of satisfaction regarding payment.

The organization is excited about continuing its partnership with WorkMarket to manage its extended workforce of interpreters. **Over the coming months, the firm is aiming to engage 70% of these contingent workers with the direct deposit feature of the WorkMarket app and platform.** A concerted marketing effort to this end will help facilitate this increase and bring more of the clients' extensive community of contingent workers onto the WorkMarket platform.

"WorkMarket has been a great business partner. They've always been available when we have minor technical issues, and always very responsive. They've also been very helpful working with us on adoption to make sure we fully understand the tool."

VP Finance

↓ 400 FEWER CHECKS
processed per month



WHY WORKMARKET



VISIBILITY

Gain visibility into your extended workforce talent, utilization, and spend.



AUTOMATION

Eliminate manual processes, improve agility, and shorten SLAs when leveraging your extended workforce to enable scale.



SECURITY

Manage your extended workforce and the assignments you send them in a secure and encrypted platform, while mitigating compliance risk.

Take the first step in automating and gaining visibility into your extended workforce.

Call (877) 245-8906 or visit [WorkMarket.com](https://www.WorkMarket.com).

ABOUT WORKMARKET

WorkMarket was founded in 2010 and in 2018 was acquired by ADP, a global provider of HR technology and services. With ADP resources, WorkMarket continues to be focused on providing enterprise technology to help companies unlock the power of their extended workforce.