# Evaluate Payroll Provider's Service Mentality

Reimagining the Future of the Client Experience

**primepay**

# Did you know that 80% of consumers would rather do business with a competitor after one bad experience with a company?[1]

You've probably experienced it yourself when working with a technology product that had a lot of potential but simply fell short on the service you received while using it.

As it turns out, this is not just a personal experience, it's a universal one. In fact, 89% of organizations with "significantly above average" customer experiences do better financially than their competitors[2] — a sure sign that the client experience is an important part of choosing a good work-tech software provider.

## THE CLIENT EXPERIENCE IN B2B IS CRITICAL

**76%** of B2B buyers expect businesses to know their unique needs and expectations[3]

**80%** of consumers would rather do business with a competitor after one bad experience with a company[4]

**89%** of organizations with "significantly above average" customer experiences do better financially than their competitors[5]

At our organization, we know that your experience with our platforms is just as important, if not more important than the software with extensive capabilities and features we can offer your business. So we've put all our energy into developing our **Happy Client Methodology.** This model blends purpose and passion to reinforce our mission: *"To make our clients smile every day through an exceptional client experience."*

Our **Happy Client Methodology** service model is built upon research, proven best practices, and a fixation on continual improvement. Our top priority is to ensure that you begin and continue your journey with us — *happy.*
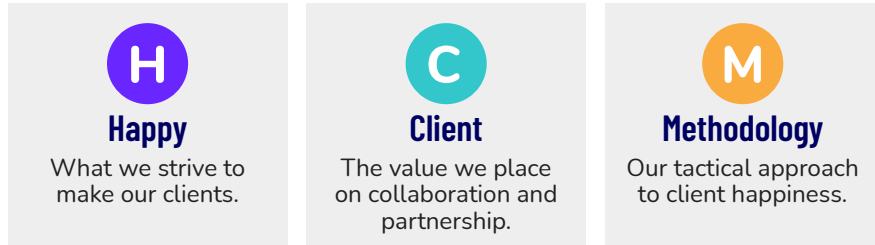
Let's explore how our **Happy Client Methodology** makes your experience so different from what you'll see with an alternative provider:

## State of The Industry: 'Happy Clients' Aren't As Common As They Should Be

Big-box players in work-tech software talk a lot about service, often working it into their company description or the annual talk by an unreachable executive. But almost by definition, those companies cannot go outside the box. Many provide a basic standard of functionality, features, and service at a profit and they call it a day. For these providers, HCM stands for human capital management and nothing more. The experience they deliver is efficient but cold. Focused, but not friendly.

1 ZenDesk, https://d1eipm3vz40hy0.cloudfront.net/pdf/cxtrends/cx-trends-2020-full-report.pdf    2 Qualtrics, https://www.qualtrics.com/m/assets/wp-content/uploads/2020/04/XMI_GlobalStateOfXM-2020.pdf    3 SalesForce, https://c1.sfdcstatic.com/content/dam/web/en_us/www/documents/research/salesforce-state-of-the-connected-customer-4th-ed.pdf    4 ZenDesk, https://d1eipm3vz40hy0.cloudfront.net/pdf/cxtrends/cx-trends-2020-full-report.pdf    5 Qualtrics, https://www.qualtrics.com/m/assets/wp-content/uploads/2020/04/XMI_GlobalStateOfXM-2020.pdf

For us, HCM means so much more:

**H**
**Happy**
What we strive to make our clients.

**C**
**Client**
The value we place on collaboration and partnership.

**M**
**Methodology**
Our tactical approach to client happiness.

The **Happy Client Methodology** comes from the deep knowledge we've developed over working with hundreds of clients to solve challenges and create efficiency around HCM, HR, compliance, and payroll operations. Instead of exclusively pouring resources into frontline support tools and teams to tick off requests faster, as many providers do, we focus on the impression we give you when you interact with us: how you feel, and whether or not we meet or exceed the standards of the client service experience we hold ourselves to.

How can we provide this kind of exceptional client service experience where big-box providers can't? Because we've designed our exceptional client experience and make decisions around hiring and growth based on the following foundations:

✓ **EMPOWERED EMPLOYEES**
Employees who feel confident and supported in their work know they have the power to make decisions on their own and solve client problems in creative ways.

✓ **POSITIVE RESPONSE TO CHANGE**
When everyone in the organization has the tools they need to adapt to change, disruptions are a lot less daunting and operations can continue to run smoothly.

✓ **CONTINUOUS FEEDBACK**
When employees can receive feedback and clients can give feedback, the whole organization is impacted.

✓ **ALIGNMENT IN HIRING AND TRAINING**
Hiring employees who share the same values reinforces the organization's goals and helps them deliver on its service promises.

✓ **MEASUREMENTS FOR SUCCESS**
Using key performance indicators (KPIs) to measure service results against expectations helps the organization know what changes to make to improve the overall client experience and also what to keep doing that's working well.

✓ **TRANSPARENCY**
Sharing with clients what the organization's hiring and training practices and client service values help it stay accountable to its own client service experience standards as well as to client needs.

✓ **COMMITMENT FROM THE WHOLE COMPANY**
When the whole organization — regardless of role — is trained in and demonstrates a commitment to exceptional client service experience, the organization is better positioned to meet its client service objectives.

✓ **RECOGNITION THAT IT'S A JOURNEY**
No one organization has all the answers. By staying on the journey and learning and integrating everything the organization can about an exceptional client service experience, the experience itself keeps getting better and better.

**With these foundations forming the building blocks of our entire organization, we can infuse every client experience with understanding, patience, dedication – and happiness.**

## No One Speaks the Language of a Client Like Another Client

"I like PrimePay because they deliver great service. I know great service and I can wholeheartedly say that I've been very, very pleased with the service reps. They're very knowledgeable, very attentive to detail, very service oriented. I know that that comes from the entire organization. It probably comes from the top. It's great when you can call up and get the answers you need and just know that there's no delays."

Peter Seneca
Partner, Securitas Global

"With the increased functionality SyncHR provides, we anticipate our employees and physicians will have a more seamless and user-friendly experience. We recognized that we needed a business partner, not just software vendor, and SyncHR's commitment to FCS has been demonstrated every step of the way. We look forward to a long and mutually beneficial partnership."

Todd Schonherz
Chief Operating Officer

## Exceptional Client Service Experience Isn't Industry-Specific

The standards of an exceptional service experience aren't limited to one industry. We may operate in the HCM, HR, accounting, and payroll platform space, but we gather our inspiration from icons in client service like Zappos, Chick-Fil-A, and Ace Hardware. These businesses take a foundation of solid products and, through service, elevate their offering into a best-in-class experience. And the results speak for themselves.
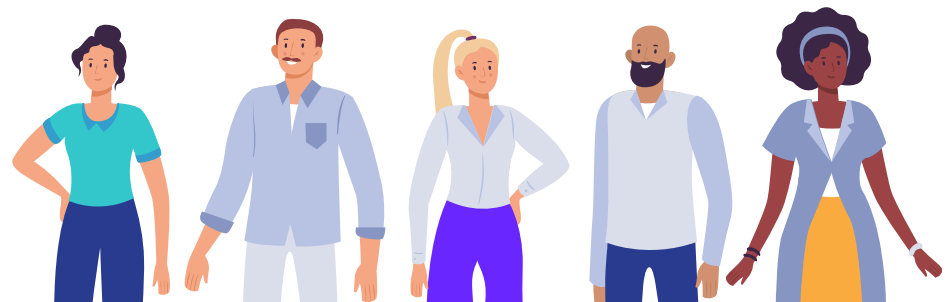
It's estimated that 75% percent of Zappos's business comes from repeat customers

Chick Fil-A maintains the highest rating in the American Customer Satisfaction Index's annual report on fast-food chains

Ace Hardware is ranked #1 for online-offline customer satisfaction in home improvement/hardware category in 2021

# Striving to Get the Client Experience Right

After studying companies that deliver best-in-class client experiences, we created the **Happy Client Methodology**. It's based on a clear set of client happiness drivers that make our clients return to us and rely on us for all of their HCM, HR, accounting, and payroll needs.

We've found that when a client interacts with a **culture that cares** and that is bent on **continual improvement** and **client-centricity**, they have an excellent experience. And we support each of these components of an exceptional client experience with both external and internal initiatives:

## A CULTURE THAT CARES

We believe that happy employees lead to happy clients. We treat our employees with the care and respect they deserve so they can give you a great experience. And when it comes to hiring, we only want the best people to serve our clients.

## Here's how we invest in positive company culture:

- **Rigorous recruiting and hiring practices**
  We screen every hire carefully for a service-oriented and client-first mindset. Our team is built around the mission of putting your needs first.

- **Education, training and mentoring programs**
  Employees are trained in consultative selling, project management, and problem-solving, and are also given plenty of opportunities for professional development. For example, we host a quarterly book club for employees to connect around critical client-focused topics and 90% of our 600+ employees regularly engage in it.

## CONTINUAL IMPROVEMENT

We want real, visible, and quantitative methods of tracking our approach to client happiness. That's why we're obsessed with client service Key Performance Indicators (KPIs).

## Here are just a few of the KPIs we focus on:

- **Client Satisfaction Score (CSAT)**
  Our current CSAT is 'X.' In a perfect world, this would be 100%, but life doesn't work that way, and there's always room for improvement.

- **Net Promoter Score (NPS)**
  Our current NPS score is 'X.' That's a lot of happy clients! We're doing all we can to keep it that way.

- **Client Retention Rate**
  Just like in any relationship, we want to work together with our clients to achieve long-term success. In full transparency, our client retention rate is 'X.

## CLIENT-CENTRICITY

We end each client interaction by asking "If I could be of more value to you and your team, what would that look like?" This leaves the door open for feedback and improvement.

## Here's how we keep our clients front and center:

- **Cultivate empathy**
  We commit to responding appropriately to a client's emotional needs by improving communication skills and learning from previous client interactions.

- **Recruit client-obsessed candidates**
  We hire people who understand the value of good client experiences and are willing to do their part to achieve this end.

- **Give employees access to client insights**
  Employees have access to client insights that enable more personalized and successful interactions.

- **Incentivize happy client outcomes**
  We motivate employees with bonuses and other incentives as part of our performance management plan.

Ultimately, these client happiness drivers empower our team to fulfill the ten commandments for client success — key principles that guide our recruiting, hiring, and company culture efforts:

## 1 End interactions with a smile

Our commitment to delivering memorable, smile-worthy experiences is at the heart of everything we do. If we're not quite reaching our goal, we take the actions we need to get there.

## 2 Say thank you

The experience our clients have makes a lasting impression. We always say 'thank you' to make sure that the experience is a positive one and that you want to keep doing business with us.

## 3 Embrace imperfection

**We're not perfect.**
Nor do we believe we ever will be. We're committed to learning, researching, and continually improving our approach to client engagement.

## 4 Respond timely to needs

What's urgent to you is urgent to us. We strive to always respond to your needs in a timely manner so that you know that you're our biggest priority.

## 5 Exhibit a growth mindset

We thrive on challenge, and we nurture a love of learning and resilience in our employees so that you know we're always up for whatever you throw at us.

## 6 Be transparent

Instead of keeping the inner workings of the organization behind closed doors, we find it rewarding to be transparent with clients, especially about the organization's workforce, values, and methodologies.

## 7 Live by our core values

When we hire, we make sure successful job candidates align with the values of our client service model and are trained and encouraged in developing a client-centric mindset.

## 8 Show humility

There's no 'ego' in team, which is why showing humility is one of the core values we look for when hiring employees and building our company culture.

### 9 Feel empowered

We empower our employees to address challenges on their own. They know their ideas will be heard, considered, and supported by leaders in our organization.

### 10 Go the extra mile

Because our employees are empowered to take action, they know they can step beyond their immediate role and responsibilities to help others. Ultimately, they go the extra mile for each other and for you.

## We don't skip the "Service" in SaaS

Our journey to defining and delivering an ideal client experience will never be over. It's a journey we plan to walk with companies like yours for a long time. And that's what makes us stand out head-and-shoulders above the competition — the knowledge that we will walk with you, improving along the way, because your success is our success.

What we do is all about you. That's why we've developed a methodology to ensure our clients are happy from day one and every day after. By combining cutting-edge technology with personalized service — all driven by a company culture that puts people first — we're fully equipped to serve you the way you deserve.

### Happy Client Methodology Stamp

The Happy Client Methodology stamp is representative of our dedication to mastering smile-worthy client service.

## PrimePay is with you every step of the way.

PrimePay delivers highly configurable cloud-based software and services enabling clients to hire and retain great talent, manage and pay their workforce, and optimize their business in an ever-changing compliance landscape. Learn more at primepay.com or reach out at (833) 968-6288 to connect with one of our experts today.

**UNDER 149 EMPLOYEES?**
Learn how we are uniquely positioned to serve organizations with an employee size under 149.

**150-500+ EMPLOYEES?**
Learn how we are uniquely positioned to serve organizations with a large employee count.