

Navigating and Assessing Small Business Payroll Providers

What Big-Box Service Providers Are Missing in SaaS



Why Is Software-as-a-Service on the Rise in HR, Payroll, and Accounting?

Over the past 20 years, the software space has undergone one of the most dramatic evolutions in the business world. Leading HR, payroll, and accounting technology providers have retired or shifted away from traditional software purchases that made up one-time, large expenses for the company and toward modern Software-as-a-Service, or SaaS offerings.

For the most part, SaaS products deliver an emphatic win-win. Subscription fees give providers the runway they need for research and development and growth. And customers gain reliable access to products and services as a predictable expense that otherwise might not be within their budget.

Can't budget a dedicated Chief Human Resources Officer yet? Adopt a people management SaaS. Not ready to invest in a full accounting department? Outsource to a SaaS accounting provider.

But what happens when your business grows, you need more help, and the point solution SaaS you've been using can't quite deliver on the "Service" side of things?

"SaaS providers fulfill a valuable need in the marketplace, and can be incredibly important for companies with fewer than 50 employees," said Pam Glick, Chief Marketing Officer (CMO) at PrimePay, a leading national

HCM technology, and services provider. "But there's more to SaaS than software. For a SaaS to have a full impact and be a true partner to your company, there must also be an emphasis on service."

CUSTOMER SERVICE REMAINS A CRITICAL PART OF THE BUYING EXPERIENCE

76%

of B2B buyers expect businesses to know their unique needs and expectations

80%

of consumers would rather do business with a competitor after one bad experience with a company

89%

of organizations with "significantly above average" customer experiences do better financially than their competitors

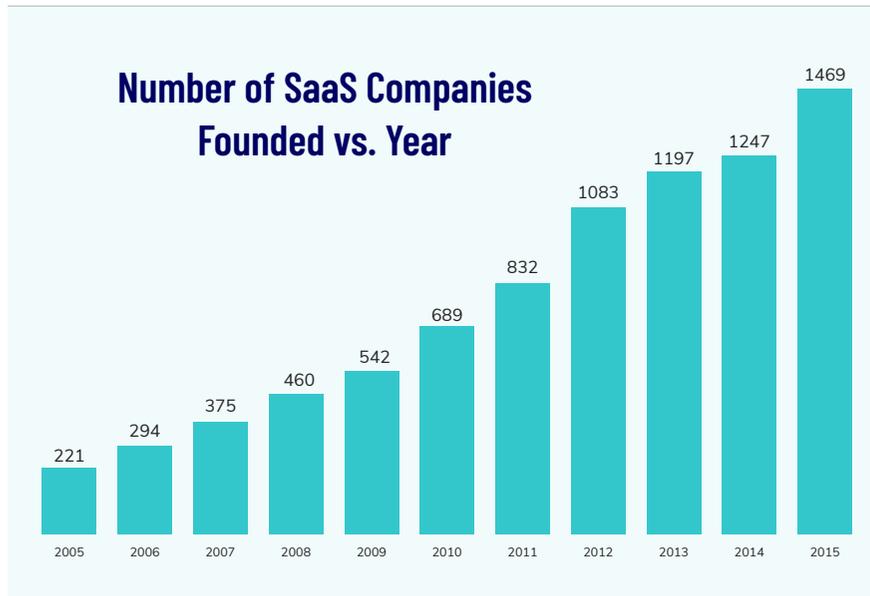
It's true — the more our partners and providers move digital, the more important that one-on-one connection becomes. So much so that 80% of consumers would rather do business with a competitor after one bad experience with a company and 89% of organizations with "significantly above average" customer experiences do better financially than their competitors.⁵

More than ever before, the measure of a good provider in HR, accounting, and payroll comes down to who can best put the "Service" in SaaS.

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

Navigating the Complex SaaS Landscape

Choosing the SaaS that will provide the best service for your company is challenging because there are so many options to choose from, requiring you to sort through which provider can best fit your unique business needs. In fact, the rapid development of SaaS companies between 2005 and 2015 resulted in a 7x growth in the SaaS industry over 10 years.⁶



This spike in SaaS options helped many companies that needed help to explore new technology and new ways of doing business. But if you look a little closer, you'll see the problem — how much expertise can a SaaS company, even a leading one, bring to your organization if it was only founded in 2009, 2015, or 2020?

TOP HR, ACCOUNTING, AND PAYROLL COMPANIES



On top of the challenge of selection, there's also the data fragmentation and loss of holistic access to data that can take place when you don't have all of your accounting, payroll, and HR data within one unified system. Multiple SaaS tools can't provide the simplification and operational efficiency your business is trying to invest in. Instead, what businesses find with leading SaaS providers are collapsible, fragmented systems that can introduce errors to your carefully recorded data.

When you bring all of your accounting, HR, and payroll data under one roof in a unified system model, you empower your employees with a common user interface, analytics and reporting tools, workflows, and processes. Everything you and your employees need is captured in one system, and that system can be carefully monitored and secured according to your compliance requirements. Ultimately, you allow your organization to take full advantage of your operational data.

⁶ Unbound B2B, <https://www.unboundb2b.com/blog/product-marketing/how-to-market-saas-product/#popupForm>

Of course, with a holistic approach to your data, you also benefit from the advantages that come with more control and insight into the information you capture, such as:⁷

- ✓ **Less time and fewer resources to manage data**
- ✓ **Reduced human errors in reporting and data entry**
- ✓ **Greater oversight over and insight into workforce productivity**
- ✓ **More informed decision-making**

“When so much can be done with HR, payroll, and accounting data, it’s truly a shame when a company doesn’t bring it all in one place to harness its full potential,” said Pam Glick. “The more data you clean and merge, the more workflows and processes you can put in place, and the less time you have to spend on tasks like payroll or taxes.”

Software-as-a-Service That Actually Serves

The SaaS marketplace has grown exponentially, inspiring estimates of public cloud spending of as much as \$500 billion per year by 2023.⁸ But in the sprint for growth, many big-box SaaS companies focus on marketing, sales, and cost-cutting, and neglect investing in the most important part of long-term success: Customer service.

To thrive in the HR, payroll, and accounting space, the most successful SaaS providers prioritize three things:

⁷ HRMS Solutions, <https://www.hrmsolutions.com/resources/blog/unified-or-best-of-breed/>
⁸ Fierce Telecom, <https://www.fiercetelecom.com/telecom/spending-public-cloud-will-more-than-double-by-2023-report>

1 A SERVICE-ORIENTED CULTURE

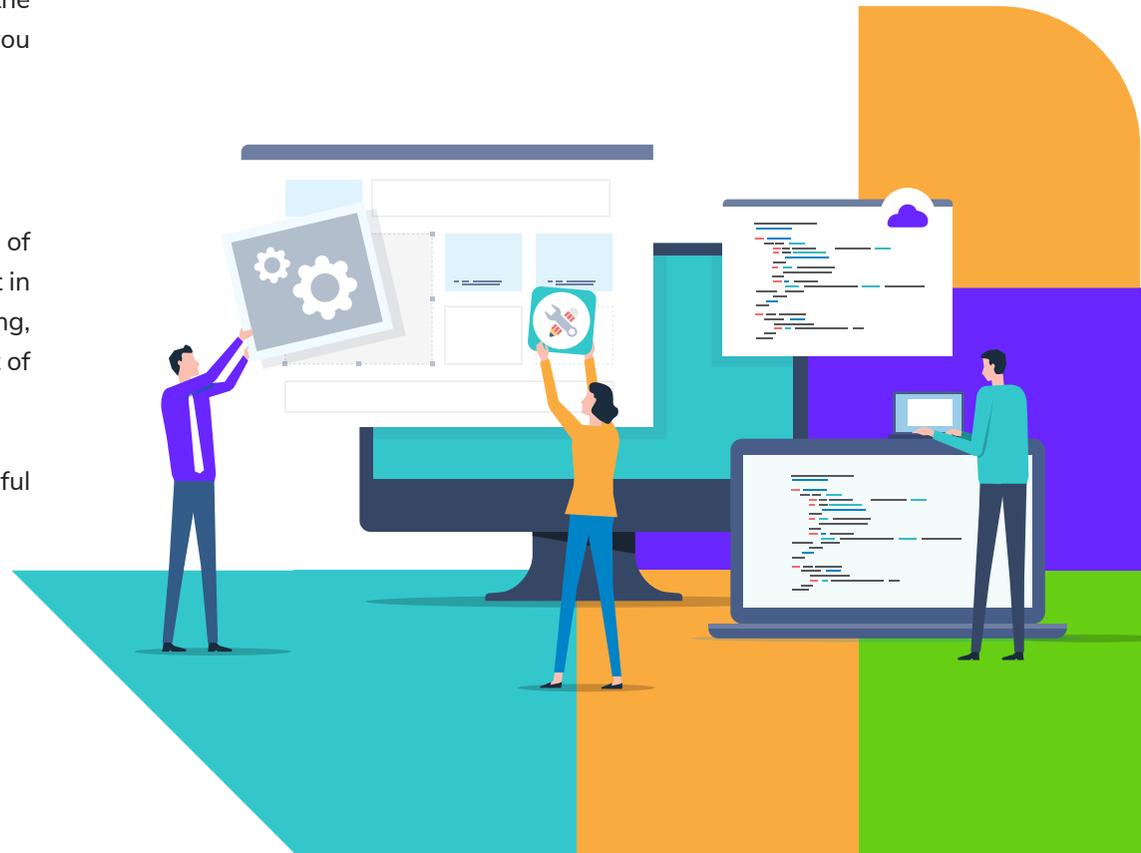
builds a team and a mission around putting the customer’s needs first.

2 FLEXIBLE SOFTWARE ARCHITECTURE

opens up the possibility for multi-environment implementation which means you don’t have to be limited to one location, one manager, or one role. Instead, a flexible software architecture allows you and your team to access critical business data and tools whenever, and wherever, they are needed.

3 HIGH-TOUCH END-USER SUPPORT

means the process is as hands-off as a client wants it to be.



Thriving SaaS Solutions Are Built on Customer Service



SERVICE-ORIENTED CULTURE

- A service-oriented culture means you never have to worry if you'll get your needs met because meeting your needs is the company's #1 goal.



FLEXIBLE SOFTWARE ARCHITECTURE

- Flexible software architecture is capable of multi-tenant implementation, allowing a single instance of your software to run on a server that is accessible to multiple groups of users. This means critical business data and tools are accessible by whoever needs them, wherever, and whenever they are needed.



END-USER SUPPORT

- High-touch end-user support means you have the option to hand off any processes you don't want to keep in-house, such as payroll and other administrative tasks.

Only then can a SaaS deliver a software product that is truly customized to the needs of your company — anything less is a cookie-cutter solution that can't grow with you.

A Rubric for Assessing SaaS Providers

With all that goes into deciding on the best provider for your organization, it's critical that you choose one that is committed to providing exceptional

customer service. But how can you tell when you've found a SaaS you can trust with your employee and operational data?

Here's a helpful rubric you can use to assess whether or not a SaaS provider is committed to providing the service and support you need:

SIGNS THAT A SAAS PROVIDER IS COMMITTED TO CLIENT SERVICE AND SUPPORT

EXPERIENCE

The vendor has a proven track record of successful implementations they can speak to and provide references for.

TESTIMONIALS

The company's website is full of rich product details and testimonials from customers

DEMO OPPORTUNITIES

Vendor provides an opportunity to demo solutions in a way that provides context to your business use cases.

SECURITY

Data security is a clear priority to the company, as seen in product development, testing, and compliance

PRODUCT CONFIGURATION

Your solutions can be configured to meet you where you are, whether you're starting from scratch or transitioning from a legacy system to a new one



SERVICE CUSTOMIZATION

Your service level can be customized to be hands-on or hands-off — whatever you need to help you achieve your goals

Still not sure if a SaaS provider is for you after running through this checklist? Just ask! Brainstorm a list of daily tasks you want to get out of the way so you can focus on your business, then ask your potential SaaS provider how they could help. Every company will have a different answer, giving you the information you need to make the right choice for your company.

For example, your priority may be the hours and availability of the customer service team or the latest upgrades to data security. You also might need to know how configurable certain services are so you can make informed decisions about what you will outsource and what you will keep in-house.

Putting Service Before Software

Your experience as a customer of your SaaS providers should be a critical part of deciding who you work with. While the word “Software” comes first in “Software-as-a-Service,” it’s the SaaS companies that can deliver on the last word — “Service” — that offer the experience and results that lead to long-term relationships and mutual success.

SaaS providers like PrimePay eliminate the need to choose between great software and exceptional service. Our HCM and payroll services work for you and your schedule, allowing you to expand your team at the scale and on the timeline you need. You have the technology in place to collect and share sensitive data about benefits and enrollment, payroll data, and employee records, as well as the support and security you need to make the most of that data.

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.