

NO CREDIT LEFT BEHIND: HOW DELAWARE NORTH INCREASED WOTC ROI WITH ADP

Quick facts

Company: Delaware North

Payroll system: Workday®

Industry: Hospitality

Established: 1915

Associates: 35,000-40,000

Locations: Buffalo, NY

ADP products: ADP SmartCompliance® Tax Credits

Website: delawarenorth.com

Michele Seaver
Director of Payroll and Workforce Management

Delaware North's vision is to delight guests by creating the world's best experiences today while reimagining tomorrow. With a focus on recreation, travel and hospitality, Delaware North strives to create unforgettable moments for its guests by delivering exceptional service, fostering guest loyalty and driving incremental revenue.

As an innovator in the hospitality and entertainment industries, Delaware North plays a significant role in the world of sports and entertainment and is a culinary leader in the premium restaurant and catering sector. The company operates regional destination casinos, serves travelers at major airports and caters to guests at stunning national parks and luxury resorts. In addition to locations across most U.S. states, Delaware North is present in Australia, New Zealand and the U.K., with over 200 locations worldwide where the company serves more than 500 million guests annually.

Michele Seaver, director of payroll and workforce management, manages payroll in the U.S. and Canada. We recently spoke with Michele about how ADP SmartCompliance Tax Credits helped Delaware North automate the Work Opportunity Tax Credit (WOTC) screening process in the United States, remove manual obstacles and discover new financial opportunities.

Business challenge

Delaware North was missing out on some valuable tax credits. ADP helped Delaware North with their overall results as well as their compliance specific to their placement with the WOTC screening process.

How ADP helped

After implementing the ADP SmartCompliance Tax Credit Solution, the WOTC screening process now takes place when a candidate applies for a job. It integrates seamlessly with Workday and iCIMS, reducing manual effort and saving time.

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"We are confident that ADP is the expert in this space. That's why we trust this partnership — we know they'll help keep us compliant."

— Michele Seaver
Director of Payroll and Workforce Management

Recognizing a missed opportunity in tax credit recovery

Before partnering with ADP, Delaware North was working with another vendor to identify WOTC. When Brian, a senior global sales executive for ADP Compliance Solutions, approached Delaware North to discuss potential optimizations, it prompted a deeper conversation. The previous experience with the Employee Retention Tax Credit during the pandemic had established a level of trust in ADP's capabilities, and it was determined that moving to ADP could significantly enhance credit capture and compliance. The organization recognized there was a critical opportunity to improve tax credit recovery and generate greater value through a more engaged, results-driven partner.

Closing gaps, unlocking value

Once engaged, ADP worked collaboratively with Delaware North to identify screening gaps left by the previous vendor in their WOTC process, revealing low capture and conversion rates that resulted in substantial unclaimed revenue. ADP provided a thorough analysis of the anticipated tax credits, highlighting what Delaware North could achieve going forward. Michele notes, "I don't think WOTC was getting the attention it needed with our previous vendor. The reporting gave us what we needed, but we didn't have that deeper analysis to help us improve our outcomes." With ADP's insights and dedicated support, improvements in recovered credits and time saved quickly became evident.

Stronger systems, seamless screening

With Delaware North's systems — Workday, iCIMS and ADP — now tightly integrated, the WOTC screening process has become more automated and effective. "We also have better visibility with reporting," Michele shares. "We're not leaving dollars sitting out there anymore. We're converting them, which is increasing our company's opportunities. That to me is the difference between a vendor and a partner — ADP proactively helps us uncover additional wins." The ongoing support from Brian has consistently added value. "He's always looking out for us," Michele said.

Compliance covered, with confidence

Under the previous vendor, Delaware North found that their WOTC screening was happening too late in the hiring process, leading to compliance concerns. ADP addressed this by working with Delaware North to integrate screening into the appropriate workflow stage. Michele expressed confidence in ADP's expertise: "We are confident that ADP is the expert in this space. That's why we trust this partnership — we know they'll help keep us compliant."

Clear reporting and a trusted relationship

For Delaware North, WOTC reporting with ADP is superior to previous solutions. The importance of communication in building a trusted relationship was also highlighted, especially during one of their recent quarterly reviews. Michele emphasized, "We had one of our periodic reviews last month, and ADP presented to us onsite, which was really helpful. Communication is a significant factor in building a trusted relationship, and our partnership with ADP drives both communication and confidence."

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