



VIRGIN HOTELS LAS VEGAS AND ADP: THE HR ROYAL FLUSH



Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for 50 years.

Virgin Hotels Las Vegas (Virgin Hotels LV) is a reimagined and reconceptualized casino resort. Part of the Curio Collection by Hilton™, the integrated resort blends a passion for food and beverage with music and culture. It features three hotel towers totaling over 1,500 chambers and suites: the 60,000 square foot Mohegan Sun Casino, operated by Mohegan Gaming and Entertainment; an exclusive portfolio of twelve food and beverage venues and more.

Virgin Hotels LV operates with a lean HR team without compromising the personalized service of a Las Vegas boutique hotel. To support growth without increasing HR headcount, they partnered with ADP® to implement a comprehensive human capital management (HCM) platform. By automating manual processes and simplifying HR operations, Virgin Hotels LV's HR team operates with the efficiency and capabilities of a much larger organization to deliver a great employee experience with a strong return on HR investment for its investors.

BUSINESS CHALLENGES

- ➔ Manual processes were time-consuming and inefficient for a small HR team and required more subject matter expertise than was possible for its size.
- ➔ Recruiting firms were expensive and not delivering the high-quality candidates needed in a timely manner, making it hard to compete for top talent in a tight market.
- ➔ Errors caused by manual time and attendance tracking were costly.



Company: Virgin Hotels Las Vegas

Industry: Hospitality

Employees: 1,900

Headquarters: Las Vegas, NV

ADP Products: ADP Vantage HCM®, Workforce Management

Interviewee: Craig Murphy, Vice President, Human Resources



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Vice President, Human Resources

STACKING THE DECK FOR HR SUCCESS

As a privately held, boutique hotel competing in a world of bigger players, Virgin Hotels Las Vegas continually works to find ways to do more with less to support its people and drive profitability for its ownership group. But doing more with less doesn't mean compromising service. Virgin Hotels LV has a small but mighty HR team that partners with ADP to increase efficiency throughout the employee life cycle from recruiting and onboarding to payroll, benefits and time and attendance tracking.

Their ADP HCM solution brings HR tasks together in one system, creating a single source for employees and managers to get what they need. Over 90% of its team members regularly use the ADP Mobile app for their pay stubs, timecards and company wide notifications, providing the transparency and access to information needed without having to contact HR. Managers on the casino floor depend on the mobile app for scheduling and PTO approvals, available at their fingertips.

RECRUITING MANAGER PROVES TO BE A STRONG BET

Virgin Hotels LV relies heavily on the recruiting management module to find and onboard ideal candidates. Their Virgin Hotels-branded career page feeds directly into Indeed.com, enabling real-time job postings with the flexibility to add freestyle text and attach job descriptions. Plus, built-in artificial intelligence (AI) tools screen candidates, helping Virgin Hotels LV fill roles quickly and cost-effectively.

Vice President, HR, Craig Murphy says, "It works like a charm. I wouldn't want to change from recruiting manager because you can spend a lot of money on recruiting firms. We've looked at it and the savings to us on an annual basis is anywhere between \$65,000 to \$90,000."

ALL-IN ON WORKFORCE MANAGEMENT

Virgin Hotels LV maximizes its ADP platform by incorporating workforce management as well. Optimized scheduler helps supervisors and managers on the casino floor manage schedules from the mobile app. They can log into the system to see where their department is at in terms of time and attendance, which saves on phone calls, emails and the time it used to take to contact HR. Managers can create their own custom reports to easily access the data they need to manage their people.

Virgin Hotels LV utilizes a points policy to track attendance issues that trigger disciplinary actions. Data flows seamlessly to attendance management, which has improved tracking on its point policy, a process that used to be handled manually via spreadsheets. Now, people can go onto the mobile app and see their attendance points versus asking their managers to spend hours searching through Excel files.

Craig says, "It [attendance points policy] sounds simple, but it's really not. There's a lot of logic that ADP had to build for the different rules and hourly employee types that had to be incorporated. They've revolutionized how our employees have access to their data; It's all there. And it helps the operators and managers as well, because they can go in and review to see that the system is applying the points correctly and make edits if needed, saving on errors that were being made by the manual tracking. **We're estimating that we're going to save around \$700,000-\$780,000 a year in just labor hours with the automation.** That's huge savings."

DOUBLING DOWN ON TOTAL ABSENCE MANAGEMENT

Prior to moving to ADP Total Absence Management, Virgin Hotels LV recognized some significant gaps with their previous provider. They were assigning the same amount of Family and Medical Leave Act (FMLA) hours to some of their part-time people as if they were full-time people. This had been going on for years, costing Virgin Hotels LV a large amount of money. Their previous vendor was also only managing about 70% of the leave management process and then handing it to Virgin Hotels LV to complete, requiring time and expertise their small staff didn't have. The decision to move to ADP became a no-brainer when they realized that ADP could handle 80 different types of leave versus 45 from their previous vendor. ADP also improved their compliance maintenance. Craig says, "I feel like having this support from ADP is equivalent to having a full-time staff member that he doesn't need to pay for."

THE PARTNERSHIP JACKPOT

In the hospitality business, the foundation of all relationships is trust and Virgin Hotels LV appreciates the high level of support and trust they share with their ADP team. In addition to ongoing daily support, they're especially grateful for the product optimizations where ADP team members visit them onsite to help them maximize all aspects of their platform.

Craig says, "I have a really huge sense of pride when it comes to ADP. I'm not switching from because they've been there for us and the most important thing is the relationship. Yes, it's also the technology, but building the relationships and understanding what the client needs — they really listen."



SUMMARY OF WINNINGS

- Annual savings on recruiting fees between \$65,000 to \$90,000
- Automated leave tracking saves \$700,000-\$780,000 annually and the equivalent of one full-time HR staff person

**Learn more about
ADP's workforce management solutions.**