



TRANSFORMING TALENT STRATEGY FOR A SUSTAINABLE FUTURE

Quick facts

Company:

Heidelberg USA, Inc.

Headquarters:

Kennesaw, Georgia

Industry:

Manufacturing

Employees: 428

ADP Products:

ADP® Comprehensive Services,
ADP® Comprehensive Talent

Jessica Mason

Director of Human Resources



Heidelberg USA, Inc. is a key player in the commercial printing industry and has been navigating the competitive workforce landscape with a focus on employee engagement and retention. Director of Human Resources, Jessica Mason, leads initiatives aimed at fostering a positive workplace culture and focusing on the employee experience to improve retention while addressing the unique challenges of a transitioning workforce.

Business challenges

- There was a pressing need to increase retention following employee retirements
- Manual compensation process and an outdated performance management system made strategic planning nearly impossible

With the partnership of ADP® Comprehensive Talent, Heidelberg USA has transformed its talent strategy, addressing succession planning challenges and paving the way for future growth and enhanced employee satisfaction.

Life before ADP Comprehensive Talent services

Before implementing ADP Comprehensive Talent, a Comprehensive Services talent management offering, the HR department struggled with manual processes and no streamlined performance management system. Employee engagement surveys were difficult to conduct, leading to disconnects in understanding workforce sentiment. With 25 employees retiring within a calendar year, succession planning and retention were top stressors. Reliance on manual spreadsheets for performance management and compensation planning made aligning HR initiatives with organizational goals feel extremely challenging.

Doing away with manual processes

Partnering with ADP Comprehensive Talent not only elevated Heidelberg's talent strategy but also replaced cumbersome manual tasks with more efficient workflows. "ADP Comprehensive Services helps us be a better HR department," Jessica says. "Performance management used to be managed mostly through emails sent to HR by managers."

"Working with Comprehensive Services is life changing. Everything in ADP is secure and easy to use for our employees, I have the support I need to tackle complex issues, and to me that's everything. Life is good."

Jessica Mason

Director of Human Resources

The compensation process was also managed manually through spreadsheets and emails. Now, with Comprehensive Talent, performance management and compensation processes are handled through a centralized dashboard, eliminating email back and forth and making tracking centralized and less prone to errors. It's saved time from the beginning to the end, and supervisors really like the accessibility and the ease with which they perform the processes.

Data tells a story

The power of data has become a central theme at Heidelberg. Thanks to the advanced reporting and analytics tools available through ADP Comprehensive Talent, Jessica is now equipped to bring insightful data to the leadership team. "I call my ADP relationship manager (RM) my 'strategy buddy'. If I have a briefing with my CEO coming up, I work with my RM to compile all the metrics that tell the story needed at the time."

This data storytelling has enabled Jessica to demonstrate operational effectiveness and justify strategic HR efforts, proving the return on investment (ROI) of employee engagement and retention initiatives. The speed and reliability of ADP's reporting and support have transformed prior stressors into manageable tasks and have enabled Jessica to become an even better business partner to the CEO.

Succession planning

With instructions to right-size the organization, Jessica worked with her ADP Talent consultant to develop a workforce strategy that included a succession plan. The strategy outlines the workforce measures needed in the short- and long-term for organizational growth and overall success.

Additionally, Jessica has worked with her ADP Talent consultant analyzing internal data and identifying key roles at varying levels of risk, giving the senior leaders a macro and micro view of the workforce situation. "I love ADP® DataCloud. You can pick which metric you want to use, put it in, and it spits it out in a detailed power point presentation."

This reporting, in collaboration with their learning management system (LMS), allows her HR team to identify potential learning opportunities and ensure that institutional knowledge and expertise are retained within the company, setting Heidelberg up for success when employees retire and other employees develop their careers.

Working with a talent consultant

The relationship Jessica and her HR team have with their ADP talent consultant has been pivotal. Jessica appreciates the guidance he provides, helping her navigate complex decisions with confidence.

"If you invest in your ADP team, your team invests in you." Jessica feels their collaboration has resulted in tailored solutions that address Heidelberg's unique workforce dynamics.

Confidence about future growth

With ADP's support, Heidelberg USA is well-positioned for future growth. The team is prepared for upcoming transitions, backed by data-driven insights and a solid succession planning framework. Jessica feels confident in their ability to retain and engage employees effectively while demonstrating measurable ROI to their CEO. "Working with Comprehensive Services is life-changing. Everything in ADP is secure and easy to use for our employees. I have the support I need to tackle complex issues, and to me, that's everything. Life is good."

ADP, the ADP logo, ADP Workforce Now and Always Designing for People are trademarks of ADP, Inc. All other marks are the property of their respective owners. Copyright © 2025 ADP, Inc. All rights reserved.

