



UNLOCKING TALENT: HOW LAFRANCE TRANSFORMED HR AND TALENT WITH ADP



LaFrance Corp, founded in 1946, is a leader in on-product branding for high-end consumer goods. With over 75 years of experience and multiple business units, the company emphasizes core values such as teamwork, creativity and honesty. Its culture supports work-life balance, prioritizing family and promoting from within. LaFrance Corp is dedicated to supporting their people with wellness programs and regular milestone celebrations. Director of Human Resources, Stacey McCarty, has played a pivotal role in helping modernize HR processes with technology-driven solutions from ADP, helping to propel LaFrance into the future.

BUSINESS CHALLENGES



Outdated paper-based manual processes made performance reviews difficult to track and manage.



Salary structures were based on inconsistent sources, resulting in unreliable and inequitable compensation decisions.



Onboarding and applicant tracking were managed with paper forms, making it inefficient and difficult to track metrics on disparate job postings.

QUICK FACTS

Company: LaFrance Corp

Industry: Manufacturing

Employees: 500-1000

Headquarters: Concordville, Pennsylvania

ADP Products: ADP® Comprehensive Services
ADP® Comprehensive Talent (a Comprehensive Services solution)

Interviewee: Stacey McCarty, Director
of Human Resources



Partnering with ADP® Comprehensive Talent has helped modernize LaFrance's HR operations. With support from their designated talent consultant, they're able to leverage smarter job descriptions, compensation management, benchmarking tools and integrated onboarding and performance review tools, giving company leaders a more strategic, growth-oriented approach to talent management.



ADP has helped LaFrance save countless hours that were previously spent on administrative functions, allowing Stacey to concentrate on strategic initiatives.



Centralizing data with ADP means that LaFrance has access to all crucial information at their fingertips, greatly enhancing decision-making and efficiency.



DIGITIZING PERFORMANCE TRACKING

By integrating ADP's performance review system, LaFrance transitioned from a paper-based approach to a streamlined digital solution for employee performance reviews. Employees now electronically sign reviews, which are stored in ADP for easy, centralized access and tracking.



AI-POWERED BENCHMARKING

Using ADP's compensation benchmarking tools, powered by ADP Assist's generative artificial intelligence (AI) technology, LaFrance now analyzes market trends and sets salary ranges tailored to their geographic region. This data-driven approach ensures fair compensation, improves offer quality and supports strategic decision-making.



CENTRALIZED APPLICANT TRACKING

ADP's recruitment and applicant tracking system **transformed hiring** with centralized job postings, streamlined candidate communication and measurable recruitment metrics. Onboarding is now integrated with electronic document signing and automated flow of new employee data to payroll.



GETTING STARTED WITH ADP COMPREHENSIVE SERVICES

Getting started with ADP Comprehensive Services — ADP's full-service HR and payroll solution for all business sizes — was a strategic decision that yielded immediate benefits for LaFrance. Before, many of their processes were manual and disjointed. After a quick and supportive implementation, their hiring and compensation processes have been moved onto one centralized platform. This, coupled with the personalized and designated support from their ADP talent consultant, has helped them make more informed, data-backed decisions.



A TRUE PARTNERSHIP

Stacey feels one of the main highlights of their partnership is their ADP talent consultant, who's been with them every step of the way. He's helped them leverage every part of the ADP Comprehensive Talent module to transform their processes. "Our talent consultant is always working closely with me and helping me implement different features to make my process easier," says Stacey.



AI-POWERED TALENT STRATEGIES

Stacey now spends far less time researching, writing and posting job descriptions thanks to ADP's built-in generative AI tools. "The AI job description generator in ADP is awesome. I use it for all our job descriptions now," says Stacey. Additionally, ADP's benchmarking tool provides accurate compensation data, helping LaFrance set competitive pay ranges that align with both market value and budget, and attract high quality talent. What used to be a heavy lift is now streamlined and manageable.



SEAMLESS FLOW OF DATA AND INFORMATION

Improved accuracy and efficiency also comes from ADP's automation of key HR functions, including:

- **PTO accruals** are automatically calculated, eliminating manual adjustments.
- **Employee address changes** are self-managed, reducing administrative overhead.
- **Self-service benefits enrollment** eliminates paper forms and data entry.
- **Performance improvement plans (PIPs)** and employee history are tracked in one place, with compensation updates flowing directly into payroll.

"Everything flows through ADP now. It's great to have all employee data centralized. I can view history, manage performance and ensure payroll reflects changes automatically," says Stacey.



SUSTAINABILITY AND PEACE-OF-MIND FOR FUTURE GROWTH

With ADP Comprehensive Talent, LaFrance is well-positioned for sustainable growth. Their HR foundation supports effective hiring, equitable compensation and scalable processes — all backed by data and automation.



"Using ADP Comprehensive Talent saves me so much time because I'm not doing manual, inefficient tasks anymore. There're no more manual spreadsheet updates and I get to focus more on our strategy and our people."

— **Stacey McCarty**

Director of Human Resources,
LaFrance Corp