



CHANGING THE GAME

How Genesis Gaming transformed its approach to HR, payroll, benefits and talent management

Quick facts

Company:

Genesis Gaming Solutions, Inc.

Headquarters:

Spring, Texas

Industry:

Professional services

Employees: 50-99

ADP Products:

ADP® Comprehensive Services:

- Comprehensive HR
- Comprehensive Pay
- Comprehensive Benefits
- Comprehensive Talent



Kylie Sandberg

Director of Operations,
Genesis Gaming
Solutions, Inc.



Always Designing
for People®

Founded in 1999, Genesis Gaming Solutions, Inc. develops innovative hardware and software solutions for casino pit and poker room management. Director of Operations, Kylie Sandberg, has witnessed firsthand the evolution of the company and its mission to exceed customer expectations in a rapidly growing industry.

Business challenges

- Without a designated HR person, HR and talent management was a constant scramble
- Cumbersome paper processes made essential company tasks slower and prone to error and compliance risks
- High turnover rates made recruiting a constant expense and added stress to existing employees

By partnering with ADP® Comprehensive Services, Genesis Gaming transformed its entire company culture, drastically reducing turnover and enhancing employee satisfaction, leading to a more productive and positive workplace for everyone.

Life before ADP

Before partnering with ADP, Genesis Gaming faced significant HR challenges. Between the lack of dedicated HR staff and a dependence on manual paper processes, HR felt like a game of constant catch-up. With 20% of new hires leaving shortly after being hired, Kylie was left scrambling to ensure work was getting completed. Kylie suspects that pay issues on their old payroll platform contributed to their high turnover rate. When they switched to ADP Comprehensive Pay and HR in 2018, pay issues were eliminated. The following year, due to their company's growth, they also added Comprehensive Benefits to support their employees' healthcare coverage needs. It wasn't until later that they decided to start using ADP Comprehensive Talent as well to support their talent strategy, bringing all their HR functions under one roof.

Outsourcing to a full support team

Transitioning everything to a comprehensive HR solution was pivotal for Genesis Gaming. The full spectrum of support — Comprehensive HR, Pay, Benefits and Talent — are all solutions that offer a perfect blend of service and technology under the ADP Comprehensive Services platform.

"Before ADP Comprehensive Talent, we had high voluntary turnover rates and disjointed processes. ADP has helped us build job descriptions and train our managers to be more accountable, and that has helped us save significant amounts of direct and indirect employee expenses. Now, we get qualified applicants, and I don't waste my time anymore. And I'm proud to say that our voluntary turnover is significantly lower this year than ever before."

— **Kylie Sandberg**

Director of Operations,
Genesis Gaming Solutions, Inc.

Their designated ADP support team, led by an HR business partner (HRBP), provides Genesis Gaming with expertise and best practices on all things HR, payroll, benefits administration, talent management and more. Through collaboration with their ADP support team, they've been able to assess and revise processes that used to drain the team's resources. "You guys help make us accountable," says Kylie. "The team helps us feel supported with day-to-day issues we didn't know we had, as well as with the changing world and legal regulations."

Flipping the script on turnover

Before ADP, recruiting and retention were huge sources of stress for Kylie and the team, proving to be both expensive and time consuming. With a 44% employee turnover rate, not only was completing work extremely stressful for existing employees and leaders, finding qualified candidates to fill open positions felt nearly impossible. After sifting through 230 applicants and only being able to hire one of them, Kylie knew something had to change.

She worked with her ADP talent consultant to overhaul their entire employer brand and recruitment and retention strategy. "Our talent consultant helped us redo our job descriptions so we could attract the right people to apply and stay," says Kylie.

Better defining their positions, crafting new employer brand messaging and maximizing their recruitment technology has helped them lower their turnover rate by 79%. And the last time they posted an open role with their new talent strategy, they hired two qualified candidates out of 32 quality applicants. "I don't waste my time anymore," says Kylie. "And I'm proud to say that our turnover is significantly lower this year than ever before. In addition, we have been able to completely offset our recurring Indeed spend."

Elevating the future with confidence

Kylie and the team are now focused on fostering a strong company culture. With the help and guidance of their ADP Comprehensive Services support team, they offer leadership training for their managers. Additionally, they've eliminated payroll issues that used to arise for hourly workers, helping employees have more confidence that they're being taken care of. Their ADP support team has also helped them eliminate compliance risks, ensuring that all practices meet regulatory standards, which helps create a more trusting and secure environment for everyone.

The future is bright as Genesis Gaming continues to build a thriving workplace where their employees can grow, grounded in collaboration and powered by continued support from [ADP Comprehensive Services](#).