



A 30-YEAR PARTNERSHIP: HOW ROSEN GROUP IS THRIVING WITH ADP

Quick facts

Company:

Rosen Group

Headquarters:

New York, New York

Industry:

Professional services

Employees: 14

ADP Products:

RUN Powered by ADP®



Lori Rosen
Founder

Rosen Group, a boutique public relations firm in New York, has built a reputation over four decades of amplifying brand messages and securing media coverage for a diverse range of clients, including small businesses, non-profits, food and beverage products and financial services companies. Lori Rosen, the founder, has dedicated her career to ensuring that her clients stand out in a crowded media landscape.

Business challenges

- In a fluctuating workforce landscape, reliable and easy payroll was paramount
- Multi-state and hybrid workers required additional compliance considerations

The partnership with ADP has been an essential part of providing stability and peace of mind to Rosen Group, allowing Lori and her team to focus on what truly matters in their business: Their clients and their success.

A 30-year partnership

For over 30 years, Rosen Group has relied on ADP as a cornerstone to help ensure operations run smoothly and its people get paid on time. The continuity and reliability of ADP's offerings have never waned over the years.

Given their New York location, hybrid work environment and the fact that some employees live in adjacent states, having a reliable partner like ADP means Lori doesn't have to worry about legal, tax or compliance issues. "When we have compliance or tax questions about our employees in different states, the answers are always quick, reliable and accurate," says Lori. "That's one of the reasons we've stayed with ADP. The professional service and reliability factor is something you can't get just anywhere, especially from a start-up or newer company that hasn't been in business as long as ADP."

Support you can count on

While Lori rarely needs to reach out to ADP, year-end bonus time is usually when she seeks a bit of additional support. She says when she calls to get help with the bonus tax requirements, she gets answers quickly and easily.



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— Lori Rosen
Founder

"I just need someone to walk me through how to do it, because I only do it once a year. The service is always fast and there's not a lot of waiting time."

As a founder who is constantly wearing multiple hats and managing different aspects of the business, Lori is happy she can rely on ADP to help her make things right when events don't go as planned. "There were a few times I just forgot to do the payroll, and I really worried about that. But ADP helped me resolve it easily, and direct deposits were in my employees' accounts 24 hours later."

A variety of healthcare options

Lori says the healthcare offerings they get through ADP have provided their people with a wide variety of benefit options. Knowing employees have robust healthcare choices helps Lori make their small firm attractive and ensures that employees know their well-being is cared about.

Lori says she almost never hears from employees about ADP, which, to her, means everything is working smoothly and employees are happy with what they're getting through ADP's payroll and benefits. "I know things are good because I never hear any complaints from anyone."

Evolving with ADP over the years

Lori and Rosen Group have been clients of ADP's since before the RUN Powered by ADP (RUN) platform even existed. Now on RUN, Lori notices the continual enhancements being made to the technology and the platform. "The enhancements they make aren't dramatic," she says. "That's nice for me because it means I can still find things in the platform, and those gradual upgrades help keep the platform user-friendly."

Reliability worth recommending

After more than 30 years as an ADP client, Lori is always happy to talk with anyone considering ADP about the benefits of being with such a stable and reliable provider. "I recommend ADP to businesses at any stage." Lori attributes her loyalty to ADP to her good experience over three decades as a client.