



CALIFORNIA FLOORING WHOLESALE BUILDS A STRONGER HR FOUNDATION WITH ADP



Based out of Fremont, California, Gaia Flooring is a wholesale company that is setting a high bar for quality, low-maintenance, safe flooring. From raw material sourcing to innovative manufacturing, design and testing, Gaia is committed to making every step matter. Helping guide the team is HR Manager, Kennedy Humphrey.

BUSINESS CHALLENGES



Knowing how to stay compliant was a massive challenge, often requiring legal consultation and time-consuming research



High costs and limited visibility in recruiting made bringing in new people difficult



Inefficient HR, payroll and compliance processes took up valuable time and brain space for leaders

QUICK FACTS

Company: Gaia Flooring

Industry: Construction/Wholesale flooring

Employees: 29

Headquarters: Fremont, California

ADP Products: RUN Powered by ADP®

Interviewee: Kennedy Humphrey, HR Manager

G A I A

"Now that we use CareerPlug, we save over \$3,000 annually on hiring."

— Kennedy Humphrey, HR Manager



With CareerPlug integrated into RUN, Gaia Flooring cuts recruiting costs while increasing visibility into top candidates, saving over \$3,000 annually.



By leveraging ADP's HR tools, Gaia Flooring spends less time researching compliance and lessens its dependence on legal resources.



THE PROBLEM

Manual compliance and inefficient recruiting processes

Before implementing ADP, Gaia Flooring faced significant challenges keeping up with changing legal requirements. Staying compliant required extensive research and consultation with external legal resources, which was both time-consuming and costly.

At the same time, recruiting efforts were limited by reliance on a single job board, which restricted candidate visibility and increased hiring costs.



THE CHALLENGE

Simplifying compliance while improving hiring outcomes

The company needed a comprehensive solution that could provide reliable compliance support, reduce administrative burden and expand recruiting capabilities — all while supporting payroll and HR functions on a single platform.



THE BENEFITS

Cost savings, compliance support and improved hiring efficiency

With RUN Powered by ADP (RUN), Gaia Flooring gained:

- Access to a robust compliance database and HR support tools
- Expanded recruiting reach through the integrated applicant tracking system (from CareerPlug)
- Annual hiring cost savings of over \$3,000
- Improved candidate visibility and selection process
- Employee self-service tools via desktop and mobile

"Now that we use CareerPlug, we save over \$3,000 annually on hiring. We have more visibility, more time to review resumes and a better candidate pool," says Kennedy.



THE SOLUTION

An integrated platform for HR, payroll and compliance

RUN provides an all-in-one platform that enables Gaia Flooring to manage payroll, timekeeping, hiring, onboarding and compliance from a single system. Built-in tools like the HR Compliance Database and Employee Handbook Wizard simplify regulatory management and reduce manual effort.

"I'm constantly utilizing the HR Compliance Database and the HR HelpDesk on RUN Powered by ADP. It's so nice to get legal and compliance information from a trusted source. When compliance updates are needed in the future, I'm planning to use the Employee Handbook Wizard, since it automatically shows which new laws should be included in your employee handbook to keep you in compliance," says Kennedy.



THE RESULTS

Greater efficiency, reduced costs and scalable growth

By adopting ADP, Gaia Flooring has simplified HR operations, reduced hiring costs and improved compliance confidence. The organization now benefits from a more efficient hiring process, better access to candidates and easier regulatory management.

Employees also gain greater autonomy through self-service capabilities, reducing administrative workload for HR.

With improved efficiency and reliable support, Gaia Flooring is well-positioned to scale its operations and continue growing with confidence.



"I'm constantly utilizing the HR Compliance Database and the HR HelpDesk on RUN Powered by ADP. It's so nice to get legal and compliance information from a trusted source."

— **Kennedy Humphrey**
Human Resources Manager

LEARN MORE ABOUT KENNEDY'S ADP SOLUTION

Visit adp.com

ADP, the ADP logo, RUN powered by ADP and Always Designing for People are trademarks of ADP, Inc. All other marks are the property of their respective owners. Copyright © 2026 ADP, Inc. All rights reserved.



G A I A