



HOW ONE TEXAS WELLNESS BUSINESS REFOCUSES ON GROWTH WITH ADP



Elements Massage is a leading wellness brand dedicated to helping people live healthier, happier lives through personalized therapeutic massage. With a strong focus on delivering exceptional client experiences, the business relies on efficient back-office operations to keep teams focused on what matters most.

BUSINESS CHALLENGES



Hiring and retaining qualified employees



Communicating company policies, procedures and expectations



Managing multiple responsibilities as a small business owner

QUICK FACTS

Company: Elements Massage

Industry: Massage therapy and wellness

Employees: 6-10

Headquarters: McKinney, Texas

ADP Products: RUN Powered by ADP®

Interviewee: Shalena Brown-Best, Owner and CEO



"What I love about RUN is how simple it is to process my payroll. It removes that worry from week to week."

— **Shalena Brown-Best**, Owner and CEO, Elements Massage

"The ADP Mobile app makes it easy for my team members to access their personal or pay information on their own time. This helps them remain focused on delivering the best client experience for our guests without distractions. For me, it helps save time I'd otherwise have to devote to answering their questions, and now, instead, I can focus on other business needs. It's a win for everyone!"

— **Shalena Brown-Best**

Owner and CEO, Elements Massage



THE PROBLEM

Balancing payroll, HR and day-to-day operations

Like many small business owners, Shalena had to juggle multiple responsibilities — from payroll and HR to hiring and customer experience. Managing these tasks manually created inefficiencies and added stress, especially when trying to maintain a high standard of service.



THE CHALLENGE

Simplifying operations while maintaining focus on guests

Shalena needed a solution that would simplify payroll and HR processes, reduce administrative burden and help communicate employee policies effectively. The goal was not to get lost in the administration of running the business, but instead to stay focused on delivering exceptional experiences for their guests.



THE BENEFITS

Ease of use, time savings and employee self-service

With RUN Powered by ADP (RUN), Elements Massage gained:

- Simple, efficient payroll processing
- Access to helpful HR tools and resources
- Employee self-service via the ADP® Mobile app
- Streamlined communication through tools like the Employee Handbook Wizard
- Data-driven insights for recruiting and compensation benchmarking

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THE SOLUTION

A user-friendly platform with powerful HR tools

RUN provides an intuitive platform that simplifies payroll while offering built-in tools to manage HR tasks such as handbook creation and recruiting.

"I love the Employee Handbook Wizard! It was so fast and easy to add specific business information and create a comprehensive handbook. It made legal review and revisions easy where needed. It was phenomenal," says Shalena.



THE RESULTS

More time for guests and a better team experience

By simplifying payroll and HR processes, RUN allows Elements Massage to focus on delivering a premium guest experience.

Employees can independently access information through the app, reducing interruptions and saving time for Shalena to focus on leading and growing the business. Meanwhile, easy-to-use recruiting tools help the business stay competitive in hiring and maintain clear communication across the team.

"It makes being a small business owner easier," says Shalena.



"RUN makes being a small business owner easier."

— **Shalena Brown-Best**

Owner and CEO, Elements Massage

LEARN MORE ABOUT SHALENA'S ADP SOLUTION

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