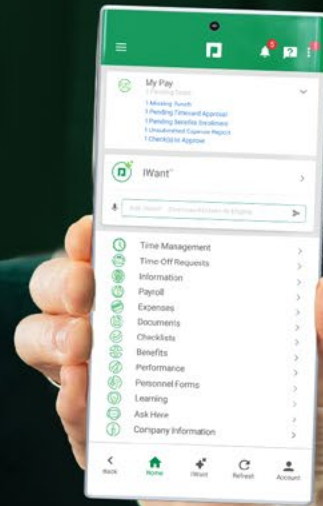




CASE STUDY

BUILT FOR HOSPITALITY:

How Paycom Simplified and Automated HR and Payroll for a Hotel Operator



80+

PROPERTIES ACROSS
VIRGINIA AND NORTH
CAROLINA

30

MINUTES TO HIRE
AN ASSOCIATE
WITH PAYCOM

\$5.2M

ESTIMATED SAVINGS
FROM EMPLOYEE USAGE*

3 HOURS

SAVED PER DAY
WITH IWANT™

85%

REDUCTION IN PAYROLL
PROCESSING TIME

20 HOURS

SAVED MONTHLY
WITH AUTOMATED
REPORTING

25%

FASTER
OPERATIONS

98%

EMPLOYEE USAGE

*Calculated by the Direct Data Exchange® dashboard



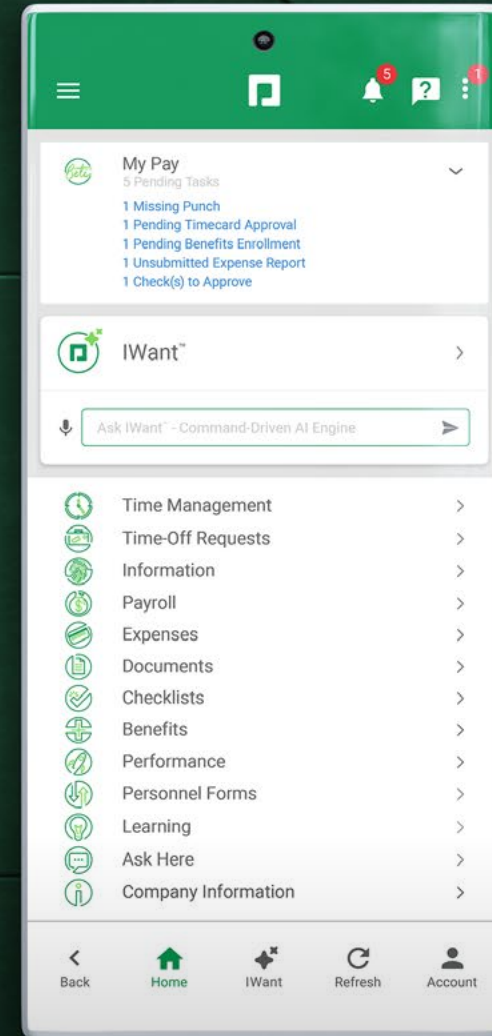
Exceptional guest service demands SIMPLICITY.

In less than 50 years, Shamin Hotels went from rescuing a single bankrupt property in North Carolina to becoming the largest hotel owner and operator in Virginia.

With over 3,000 associates serving the *millions* of people who visit the properties managed by Shamin Hotels, the hospitality giant fuels its success through an unrelenting commitment to its guests' experience. But for such a vast operation, maintaining that standard of quality demands focus, agility and commitment not just from those who work there, but also from the HR tech that supports them.

“When it comes to a hospitality organization of our size, Paycom is vital to keeping operations moving,” said Nirav Patel, the regional director of operations. “We onboard new entities routinely, and Paycom has been transformational in that it has allowed us to scale very easily.”

Though Shamin Hotels' future looks undeniably bright, unintuitive and disparate tech once limited how quickly and confidently the organization could grow.



Challenge

Before Paycom, Shamin Hotels' HR and payroll team regularly had to manually ensure the transfer of data between disparate pieces of tech. If that weren't enough, that data would often be incorrect. With no automated method for catching and correcting those issues, administrators had to tediously verify *every* piece of data they came across.

“When I started, we had three different tools we were using to recruit, onboard and then continue to pay talent and retain personal records,” said Shannon Flynn, vice president of human resources. **“The system was not fluid; you couldn't easily navigate around it. The guardrails didn't exist.”**

This was especially problematic in hiring, given Shamin Hotels' more popular properties might require recruiting 100 or more associates during the peak season. This didn't just slow down the organization's ability to secure talent, either. That lack of guardrails in hiring also threatened compliance.

“Prior to Paycom, having several different systems where [employee data] was, we were losing three to four days.”

—SHANNON FLYNN, VICE PRESIDENT OF HUMAN RESOURCES





“Before Paycom, it could take us anywhere from five to six days to onboard somebody,” Flynn said. “With I-9s, we were seeing information being put in the wrong line. So associates would get flagged, and we had another three extra steps when really it was just a typo. It presented a lot of challenges having all this manual entry going in that we couldn’t support, regulate and keep an eye on.”

Because each of the separate tools Shamin Hotels once used was supposed to feed into the others in some way, an issue in one area would almost always domino into the next, putting a constant drag on HR operations that could easily threaten the organization’s compliance.

“We would spend about 50% of our day working on direct deposit updates, time punch edits, PTO requests, address updates, I-9 identification uploads and more,” said Flynn. “We were inundated by busywork because the associates couldn’t do any of this on their own.”

This lack of unified experience impacted Shamin Hotels’ associates, too. They weren’t just frustrated by the HR tech they were given — they outright didn’t use it.

“The HR tech that we were leveraging just wasn’t user-friendly,” said Patel. “And a lot of the functionality our associates were expecting from it was not available.”

Shamin Hotels knew adding yet another system on top of its already tall tech stack wouldn’t do. Instead, the organization found the key to streamlining essential processes, empowering its staff, relieving its administrators *and* simplifying life for its executives in an employee-first model.

“Without Paycom’s level of automation, the information that I would need to make decisions on wouldn’t be readily available to me.”

—NIRAV PATEL, REGIONAL DIRECTOR OF OPERATIONS

While Paycom drastically increased employee engagement, it also allowed Shamin Hotels to quickly make organizational changes that used to slow HR down to a crawl, even for relatively common scenarios like absorbing and staffing a new property.

“When we got into Paycom and started utilizing Personnel Action Forms, it was great,” said Flynn. “Our general managers had a guided path for how to submit a job change, transfer or promotion. What used to take us two weeks can now be done in a matter of two hours.”

Switching to Paycom accelerated and optimized *every* HR process for the organization, including payroll. Since associates and their managers alike were empowered to use their HR tech, Shamin Hotels experienced significantly greater data integrity and a payroll process that was as efficient as it was accurate.

PAYROLL PROCESSING TIME

REDUCED BY 85%

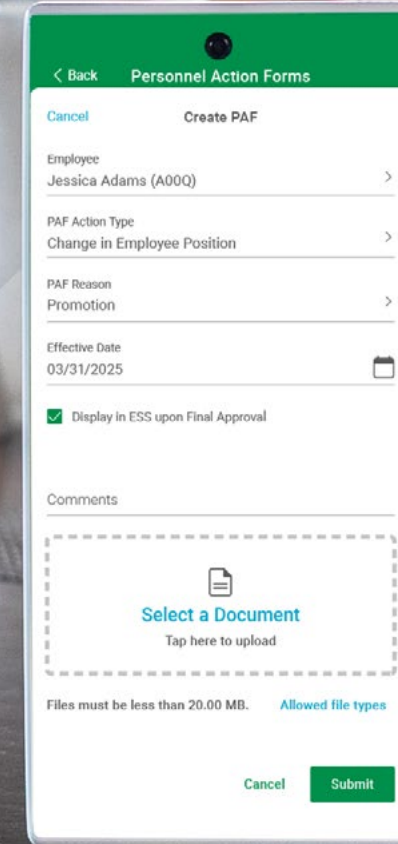
And given Shamin Hotel’s constant need for talent, strong compliance in hiring is an absolute must for the organization. While its previous tools forced the HR team to meticulously verify every Form I-9 and manually track any important deadlines, Paycom helps it stay ahead by automatically identifying missing or incorrect info *and* notifying admins of upcoming due dates.

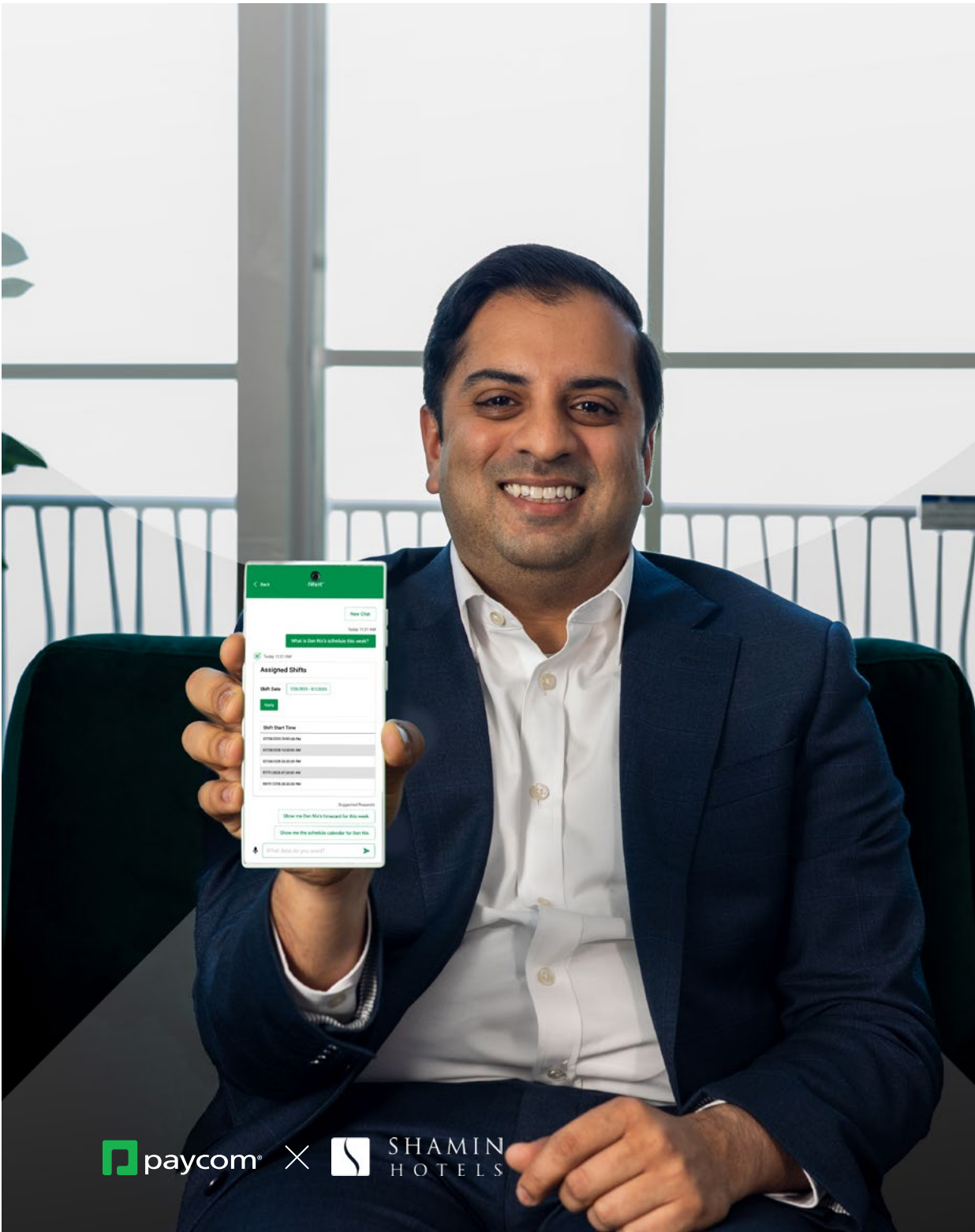
“Paycom stores data individually for things like our I-9s, meaning not only is the I-9 itself stored in Paycom, but those dates register as actual deadlines that the software can see,” said Megan Mueller, an HR manager. “Paycom tells you *in advance* if you’re about to have an undated or outdated form. It can also tell you if, for some reason, during the onboarding process, you miss somebody. And it shows you how to fix it.”



“Previously, we had three providers doing three separate functions that currently run inside Paycom as a one-stop shop.”

—MEGAN MUELLER, HR MANAGER





Paycom's impact isn't limited to addressing Shamin Hotels' current staffing and regulatory needs, either. For the hospitality operation to evolve and stay competitive, its executives need instant, anytime insight into employee data.

That's exactly the advantage the leadership at Shamin Hotels gains using IWant, Paycom's command-driven AI engine. Whether they need to know exact staffing levels, upcoming hiring demands or payroll costs, IWant allows executives to make quick decisions informed by real-time employee data — not hunches.

"IWant provides instant access to the employee data I need," said Patel. "As an executive, it saves me *at least* a few hours a day, something that's so important when making informed decisions."

"IWant makes an impact at the executive level. I think there is an expectation that the executive team doesn't know what happens at the associate level or doesn't know what's going on at our hotels. IWant allows us to stay connected."

—NIRAV PATEL, REGIONAL DIRECTOR OF OPERATIONS

To grow with confidence, Shamin Hotels needs HR tech that can adapt and account for any new challenge *without* compromising the quality of the experience for the organization’s guests. Commitment, dedication and reliability are values Shamin Hotels prides itself on — and its workforce expects nothing less from the technology it uses.

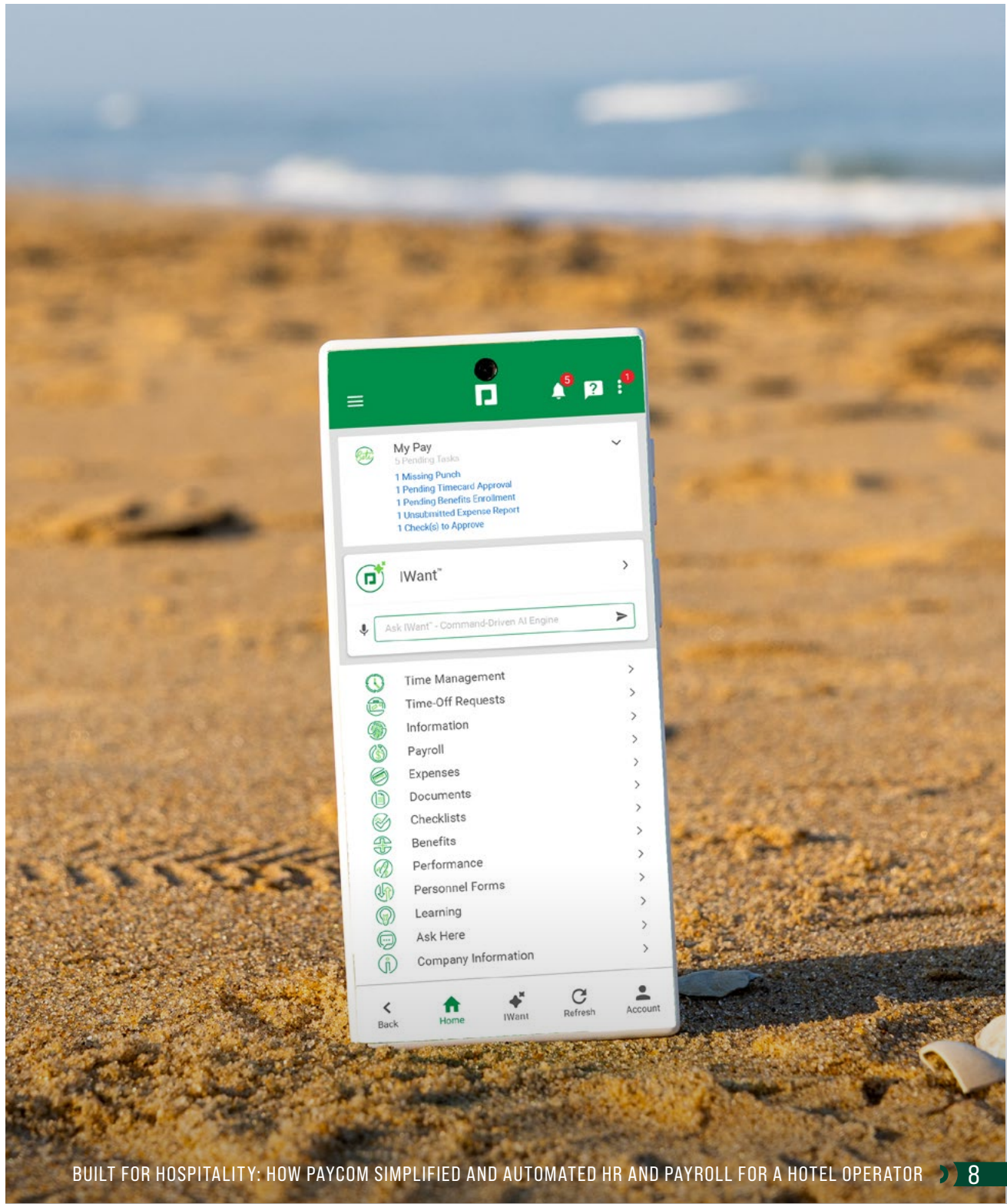
“We have such a melting pot of cultures, generational work types and locations. Every state comes with their own challenges,” said Flynn. “Working with software that was going to allow us to grow and scale at the rapid rate that our company does was really important. We’re not trying to do this multiple times. It was really comforting for us to know that Paycom wasn’t using a third-party tool. It was *their* technology.”

As Shamin Hotels moves to serve even more guests in the future, its executive team enjoys much-needed peace of mind knowing that, as far as its HR and payroll software is concerned, it’s found an option that’s truly built to last.

“As Shamin grows,” Patel said, “we know Paycom will scale with us.”

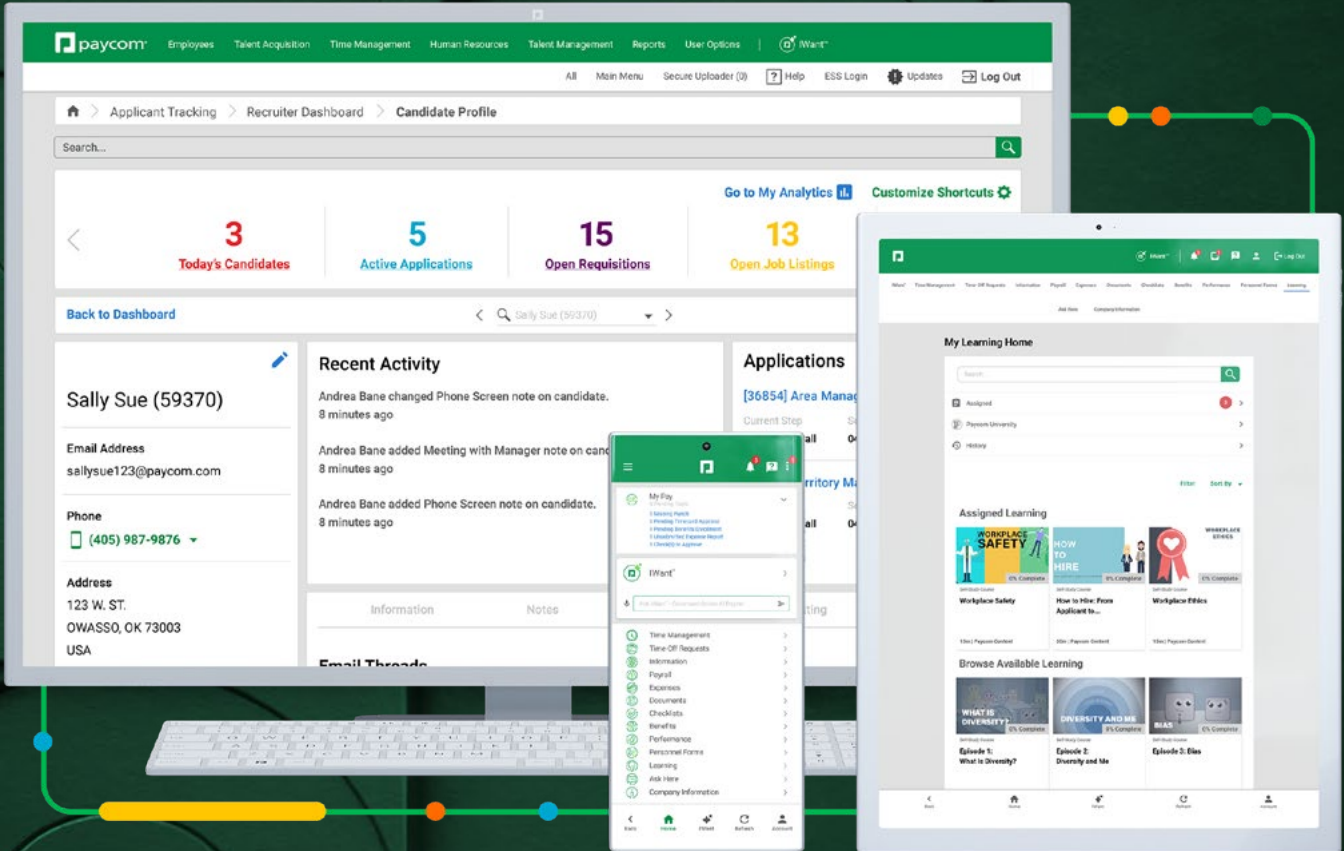
“The level of automation Paycom provides is *crucial* to hospitality.”

—MEGAN MUELLER, HR MANAGER



Client Paycom Tools Include:

- » Applicant Tracking
- » Benefits Administration
- » Benefits to Carrier
- » Beti®
- » Direct Data Exchange
- » Documents and Checklists
- » Enhanced Background Checks®
- » E-Verify®
- » Employee Self-Service®
- » Garnishment Administration
- » GL Concierge
- » Government and Compliance
- » Want
- » Onboarding
- » Paycom Pay®
- » Performance Management
- » Personnel Action Forms
- » Report Center
- » Scheduling
- » Time and Attendance
- » Time-Off Requests featuring GONE®



How will Paycom help you grow, serve and thrive?



Learn more at
800.580.4505
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