



Boosting retention and streamlining operations with the right partner — ADP TotalSource®



Cesar Zapata


VP of Human Resources, North America



Laura Allen

Compensation and Benefits Manager

Quick facts

 **Company:** Lehigh White Cement Company

 **Headquarters:** West Palm Beach, FL

 **Industry:** Manufacturing

 **Employees:** 208

 **ADP products:** ADP TotalSource®



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Lehigh White Cement Company operates two white cement plants, one in Waco, Texas and the other in York, Pennsylvania. Combined, they have a cement capacity of 280 thousand tons. They also have a distribution network throughout North America and a total of 208 employees spread throughout multiple states. With about 50% of the global market share, they are a leader in their industry.

At the helm of their HR and payroll processes are Cesar Zapata, vice president of human resources, and Laura Allen, compensation and benefits manager, who have spearheaded the transformation of their HR, payroll, retention and recruiting efforts to meet modern challenges. By partnering with ADP's full-service team, Lehigh White Cement Company has magnified its operational efficiencies against a backdrop of staffing challenges and regulatory compliance needs.

Business challenges

- Attracting and retaining top talent was difficult without a premier benefits package
- Client relationships were affected by talent churn
- Multi-state setup required complex legal and compliance expertise
- Their lean HR team was bogged down with operational tasks

ADP TotalSource provided Lehigh White Cement with a dedicated partner to take benefits, compliance, and payroll off of their plate through a fully integrated platform. Not only were they able to streamline their HR functions, but also offer their candidates and employees best-in-class benefits options. These upgrades boosted their recruiting and retention and allowed HR leaders to focus on more strategic initiatives, business growth, and anything else that might come their way.

The importance of attracting top talent

Cesar has been in this business long enough to know how crucial recruiting the right talent is to company success. "When we don't retain an employee, it creates stress for our internal teams," says Cesar. "The ripple effect is felt all the way to our customers." Because of that, Cesar knows competitive packages are critical to recruiting top employees that grow with your company.

Getting affordable, best-in-class benefits was a huge need for Lehigh White Cement as well as the ability to get benefits information out to employees and getting them to enroll. Now with ADP's full-service HR solution, they work closely with their HR Business Partner to ensure employees understand their benefits and can easily enroll. "We're at about an 86% participation rate, which is phenomenal considering many companies only have about 60% of employees enrolled," says Cesar. He connects their high benefits participation to their increased retention rates.

Outsourcing payroll and HR administration and compliance

Because the Lehigh White Cement HR team runs so lean, they needed a partner who would help them take on HR management, benefits administration, compliance and operational payroll to help them have better business results. "With the support of ADP, I've been able to add headcount without expanding our HR team," says Cesar.

Because of the partial union makeup and geographical expansiveness of their workforce, Lehigh White Cement also needed a partner that could help them navigate the complex compliance landscape. For that reason, outsourcing full-service compliance integrated with payroll made the most sense. "ADP has subject matter experts in every area," says Cesar. "I don't have to worry about internalizing compliance functions. If we didn't have ADP's external expertise, it would be catastrophic."

Laura — the compensation and benefits manager — gets to focus on more strategic initiatives like putting together attractive offers for candidates, all while trusting ADP's dedicated deep-dive compliance and risk prevention experts to help keep them in compliance. "They do our taxes, navigate unions laws and process things for us," says Laura.

This has not only relieved a huge burden on those who run the payroll at Lehigh White Cement, but it has also boosted Laura and Cesar's confidence and helped unlock Lehigh White Cement's potential to be a best-in-class employer. "Knowing that ADP has our compliance gives me a sense of security and, quite frankly, reduces my stress level," says Cesar.

Enhancing the employee experience

Before their partnership with ADP, Laura often fielded calls and messages from employees with questions and concerns about their benefits or pay. This drastically changed when ADP's employee self-service entered the picture. Because of the employee web and mobile app login, employees can see their personal information on their own time on their personal devices. Now, instead of reaching out to Laura, employees get answers whenever they want, and Laura gets to reclaim her time for more value-adding initiatives.

"Having all their information in one place makes our employees lives so much easier," says Laura. "Their benefits, retirement, pay, and time is all together in one place, and, unlike other companies, they don't have to go searching in 10 different places for what they need.

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Strategic support through a true partnership

The support system Laura, Cesar and Lehigh White Cement have through their ADP representatives is one of their favorite parts about the ADP partnership. Instead of feeling like they're working with an external party, both Laura and Cesar feel like they're working with someone from their own team. "I feel like our ADP representatives are like family," says Laura. "Our representative meets with me every couple weeks so we can go over objectives, progress and plans and make sure we're ready for whatever is coming down the pipeline," says Laura. Together, they're ready to tackle anything that comes their way. "Our representative understands our labor situation, how complex it is, and she knows how to advise on it," says Cesar.

Looking to the future with a strategic advantage

As Lehigh White Cement looks to grow, they know they have the support and infrastructure ADP provides as a foundation for expansion. In a market where organizations need to be agile, flexible and ready for change, ADP provides a solid backbone that Lehigh White Cement can flex around and the confidence that they're ready for anything comes their way in the future.

"ADP has played a significant part in our growth as we've absorbed other companies and grown our North American operations," says Cesar. "My HR team is allowed to stay the same size while the rest of our organization grows because of ADP's personnel expertise and IT solutions and competitive benefits options." Now, relying on their partnership with ADP, Lehigh White Cement is positioned for continued growth and ready to take anything that might come next.

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