



Enhancing employee benefits with on-demand pay helps this Jimmy John's franchisee

When quick-service restaurant (QSR) franchisee Kensington Hill Capital LLC decided to look into enhancing its employee benefits package a few years back, one area that drew keen interest was the emerging concept of allowing workers to access their pay as they earn it. In essence, once employees finish a shift, pay accumulated for that day is available immediately — no waiting for a traditional payday to access earnings.

Kensington Hill Capital, a long-time ADP Workforce Now® customer based in Columbus, Ohio, is a franchisee of Jimmy John's, the U.S. sandwich chain owned by Inspire Brands. All told, Kensington Hill Capital has 43 Jimmy John's restaurants, with nine in Ohio and the balance spread out between Georgia and Florida.

According to Brandon Stewart, Kensington Hill Capital's president and chief operating officer, after arriving at the company in 2018, he began searching for a benefit that could not only generate excitement among existing employees but also provide a potential competitive edge in recruiting. Plus, he wanted a solution that required a smooth, easy implementation with the company's existing ADP® payroll process.

"I read an article about real-time payment benefits, so I began researching which vendor would be a good match for us. DailyPay's model perfectly fit what we needed," Stewart says.

DailyPay offers employers a safe, seamless way to instantly transfer funds to its users' bank accounts, giving employees the power of choice and control over their earned income. Another key attribute of DailyPay is that it does not disrupt an employer's normal payroll administration and process. For existing ADP customers, DailyPay is available via ADP Marketplace, a digital HR storefront of apps that integrate with ADP payroll solutions.

While the search to add this benefit began in 2018, Kensington Hill Capital's technical limitations within its existing point-of-sale (POS) system prevented the company from integrating DailyPay into its benefits mix until January 2021, after completing the necessary POS system updates.

Brandon Stewart,
President and Chief Operating Officer

Quick facts



Company: Kensington Hill Capital LLC



Headquarters: Ohio, Georgia and Florida



Industry: Quick-service restaurant



Employees: 682



ADP Marketplace Partner: DailyPay



"I'm always looking for ways to enhance our employee benefits, to make people's lives easier," Stewart says. "I also have a very deep understanding, being in this industry, of what they go through, especially our part-time employees."

Stewart calls the decision to be able to distribute pay immediately when a day's work is done a "no brainer" — after all, employees already have earned the wages.

"The thinking was that if there was a system that could facilitate that for us without a lot of internal manual or IT effort, it would make perfect sense," he explains. "And that's how we got there decision-wise."

Today, Kensington Hill Capital has an average 45 percent adoption rate of employees using DailyPay. In addition, DailyPay benefits include reduced turnover by [an average of 62 percent](#), according to Mercator Advisory Group, saving employee turnover costs for QSR companies like Jimmy John's. Finally, according to DailyPay research, [59 percent of users](#) say DailyPay "motivates them to go to work."

Stewart says once the POS system was updated to make DailyPay accessible, Kensington Hill Capital's workforce had a quick, simple learning curve.

"From what we've seen, our people love it," he says. "It's no secret that a lot of folks in this wage environment live paycheck to paycheck, and there also are expenses that unexpectedly come up. This benefit takes all the waiting away. And we also don't have to facilitate short-term loans."

While Stewart says DailyPay would be a great, relevant solution for any ADP payroll customer with a considerable low-wage workforce, he adds that salaried employees can take advantage of it as well.

Finally, Stewart says the company's experience with Daily Pay and its integration with ADP has convinced him that ADP Marketplace is worth a look for any HR or payroll decision makers who already may be in the ADP fold.

"The marketplace scenario can be very helpful because you don't always know what's out there," he says. "And it's really good to know that an application is plug-and-play. It's a lot easier if I come across something that's already integrated, offering technology we can roll out quickly."

While there are several benefits in offering a real-time payment strategy and tech platform, Stewart was very keen on the notion of DailyPay delivering a competitive edge in recruiting, especially for other Jimmy John's franchisees. He's sure it's exciting for potential employees to hear that they practically "can get paid tomorrow if they start today."

"I truly believe the concept offers a competitive advantage, one that I'm excited about too. Because if that's what they want, I want them to have it," he says. It would be impossible for us to make it happen without DailyPay.

"From what we've seen, our people love DailyPay."

Brandon Stewart, President and Chief Operating Officer

About DailyPay

DailyPay is an industry leader in on-demand pay, working to ensure that money is always in the right place at the right time for everyone. Powered by our compliant technology platform, we are reimagining the way money moves, between employer and employee. DailyPay helps companies increase employee engagement, doubles the number of applications for open positions, and reduces turnover by up to 72%, making it a win-win for employers and employees. Learn more about [DailyPay](#) on ADP Marketplace.

About ADP Marketplace

ADP Marketplace is a digital HR storefront that enables you to connect and share data across all your HR solutions. Simplify your HR processes, reduce data errors and drive your business forward with easy-to-use apps that connect with your core ADP platform. Easily discover, try, buy and implement ADP and third-party solutions, all with the simplicity of single sign-on, single data input and single billing. Learn more at apps.adp.com.



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