

CLIENT SPOTLIGHT



Emplicity PEO™ Service provides **Taylor Digital** with Transparent Costs, Personalized HR Solutions & large group benefits

"Emplicity gives me the peace of mind to focus on the growth and health of my business, knowing that from a human relations standpoint we're doing things correctly,"

Randy Taylor, Founder



INTRODUCTION

Randy Taylor, the founder of Taylor Digital, may be considered somewhat of a digital solutions pioneer. In the mid 1990's, Randy discovered his love for the internet, and digital media made for an exciting new business opportunity. In 1997 he launched his first digital solutions business, handling all of the business development, project management, accounting, payroll and HR on his own. Just four years later, he merged his startup with a larger ad agency, where he led their integrated media team for 5 years. In 2006, feeling called back to digital media roots, Randy left the ad agency and founded Taylor Digital, a full-service digital marketing agency located in San Clemente, California.



Taylor Digital started with just a few team members but has grown organically through strong relationships and high-quality work.

For years Randy was able to handle Taylor Digital's HR and payroll internally

- as he did with his first company - utilizing payroll software and relying on a knowledgeable employee that could assist with HR functionality. However, in 2016 he realized that they would need a more comprehensive solution.

"I felt that our risks and compliance needs increased every time our company grew and I wanted the comfort of knowing that those issues were taken care of," said Randy.

CHALLENGE:

CONSTANTLY EVOLVING COMPLIANCE NEEDS

SOLUTION:

CLOUD-BASED HR TECHNOLOGY & DEDICATED SUPPORT

Randy Taylor began to look into the idea of employing a PEO provider for Taylor Digital, as a cost-effective solution to his concerns. "The more I learned about HR, the more I realized that the landscape was constantly changing, and I wasn't going to be able to keep up. We weren't big enough to have an in-house team but were still vulnerable to a number of HR issues," Randy explained.

Taylor Digital was paired with dedicated specialists in each of the areas they needed assistance with, including payroll, benefits and HR. Emplicity also provided access to their human resources information system (HRIS) to give the company interactive access to HR and payroll records, integrated time and attendance and performance management, automated new hire and benefits enrollment and a dedicated portal for payroll processing, employee self-service and reporting. "Emplicity gives me the peace of mind to focus on the growth and health of my business, knowing that from a human relations standpoint we're doing things correctly," Randy said.

CHALLENGE:

CONFUSED BY PRICING

Knowing they would benefit from the services of a PEO, Randy began talking with providers to find one that would meet their needs and be cost-effective. When it came time to discuss pricing, some of the other options made it difficult to understand what he would be paying for. "Pricing was very confusing, and I could not figure out where I was saving any money," he explained. "I was in a tight cash flow situation and needed a provider that could fit into my budget."

SOLUTION:

PRICING TRANSPARENCY

Emplicity provided Taylor Digital with a simple and transparent invoicing system with one fee for all services, eliminating any hidden fees or confusion about cost per service. "Emplicity made it very simple to understand pricing," Randy added.



CHALLENGE:

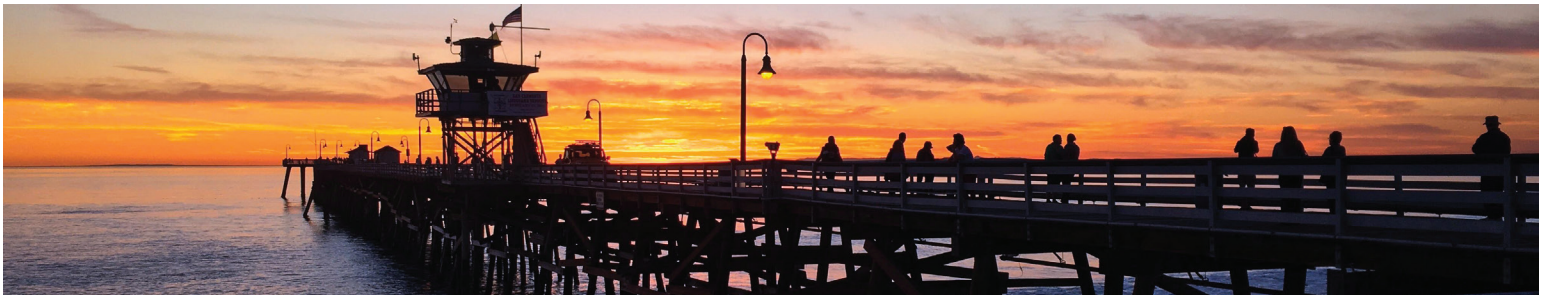
ONE SIZE DOES NOT FIT ALL

Taylor Digital provides services that are completely customized for the needs of our clients. But when it came to finding services to meet their needs, they felt like most PEO providers were only offering a one-size-fits-all program. "With some of the larger, national companies I just felt like I was being corralled into their process," said Randy.

SOLUTION:

CUSTOMIZABILITY

Emplicity offers a variety of services and plans that are uniquely tailored to fit any business. They were able to meet with Randy and get to know and understand the needs of Taylor Digital to create a customized approach for employee and compliance management. That flexibility was exactly what he was looking for; "Emplicity was able to tailor a program to meet my needs and resources. I felt like this was the beginning of a long-term relationship and not just another sale."



ABOUT TAYLOR DIGITAL:

Taylor Digital is a full-service digital media agency that delivers web-based solutions for individuals and businesses. Taylor Digital's main mission is helping people succeed online by translating business objectives into digital solutions, and they do so by offering completely customizable packages of services to meet the needs of their clients. Their practical and flexible approach to web development saves their clients time and money that can they can use to focus on growing their business.



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ABOUT EMPLICITY

Emplicity the leading local Human Resources Outsourcing provider was founded in 1996 on the principle of making employee management simple. Emplicity is headquartered in Irvine, California with offices in Sacramento, Los Angeles and San Francisco, serving over 6000 worksite employees throughout California.



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