



Hospitality Case Study

Client Overview

A New Jersey-based global hotel group of 7,000 hotels in 66 countries

The Business Challenges

To streamline payroll processes, drive lower costs and eliminate risks associated with payroll check distribution across the U.S., while ensuring zero disruption to the workforce. To align with corporate directives to a global “Go Green” campaign.

The company wished to address several issues:

- Eliminate delays in check delivery across the U.S. as well as expensive overnight courier services
- Drive enterprise wide participation in direct deposit, as stepping stone to mandated direct deposit for all workers
- Decrease significant paper use and carbon footprint, in keeping with a “Go Green” initiative

Solution

The company’s payroll department was charged with determining the best course of action to achieve the goals listed above. This team’s view was that implementing a payroll card option made the most sense for the company and its employees. After comparing its bank’s offering, various prepaid card companies and competing paycard options, the team decided to implement the Directocash paycard program.

Why Directo?

The five key decision factors were:

- Low cost, and the ease and speed of implementation
- Flexibility of a program that would work within their existing payroll structure and corporate culture
- Employee acceptance providing access to ATMs for cash withdrawal as well as ability to use the Directocash paycard at retail stores

- A 'true bank account' payroll card brought the most value and protection to its workers
- Highly satisfied reference customers

Directo's Solution

The hotel group selected Directo to provide Directocash cards to employees. Next, Directo's Account Maximization team developed a phased project plan with the company's payroll department. Best practices were implemented to ensure a smooth transition. The second phase of implementation included the introduction and adoption of the program within the company's 415 independently owned franchise properties.