



Quick Service Food Management II Case Study

Business Challenge

A franchisee of a popular hamburger restaurant with 100 employees experienced paycheck delivery issues common in the convenience food industry.

The management team was pulled away from daily operations to distribute checks as workers showed up, disrupting the business. At the same time, the predominantly young and mobile workforce required a payroll solution that fit their lifestyle requirements.

Directo's Solution

The company decided to deploy a direct deposit and Directo paycard program. The implementation plan included:

- A communication to the workforce informing them of the upcoming change.
- An early collateral communication educating workers about the options available to them for direct deposit including the Directo program.
- Training that featured how to use an ATM as well as where and how to access account information.

Client Benefits

- Elimination of the administrative burden on management to distribute checks or address issues such as lost checks or other related issues with live checks
- Improved lifestyle for their valued employees. Employees no longer must wait in line to cash checks

Results

- Payroll has been significantly simplified and distribution of pay is now performed from the payroll office with no delivery hassles.
- 100% direct deposit saves significant time for payroll department because there are no uncleared checks to manage
- Workers embraced the program once they understood the key benefits including access to mainstream financial services which provides them with more options for managing their money and expenses. They enjoy 24/7 access to account information via toll-free phone and the internet.