

The Fresh Market

Improves People Managements for Large, Diverse Workforce with UltiPro



Ultimate
SOFTWARE
People first.

Company Profile:

The Fresh Market, Inc. is a high-growth specialty retailer focused on creating an extraordinary food shopping experience for its customers. Since opening its first store in 1982, The Fresh Market has offered high-quality food products, with an emphasis on fresh, premium perishables and an uncompromising commitment to customer service. The Fresh Market currently operates more than 130 stores across the U.S., located in the Southeast, Midwest, Mid-Atlantic, Northeast, and West—with plans for continued expansion.

The Challenges:

With a strategic plan for growth as well as a geographically dispersed workforce with a complex retail pay structure, The Fresh Market wanted to ensure that its processes for human capital management could easily adapt with its expanding business. The company previously relied on paper-driven efforts for many of its HR activities, which often resulted in redundant data entry and manual administration for employee transactions that could take weeks to move through approvals.

Because The Fresh Market believes in a culture of service excellence, promoting store managers from within is central part of the company's values, and HR leaders wanted to ensure that its large workforce would be well supported by its HCM technology.

The Solution:

By leveraging UltiPro's 24-7 direct access for managers, The Fresh Market enables supervisors to manage a full range of employee-related processes themselves, and as a result, frees HR to focus more on strategic initiatives, such as recruiting and retaining a workforce focused on service and quality.

Company executives and HR/payroll teams can use UltiPro to quickly complete promotions or salary changes, details on employees are available on demand, and information is in sync across the entire business.

"Our former processes were not current or sophisticated, but UltiPro's instant Web access to information has changed the way we are managing and delivering our people-centric information," said Michael Hoffman, director of payroll at The Fresh Market.

The Customer

The Fresh Market

Industry

Retail

Number of Employees

10,000

Key Benefits

- Empowered 600 geographically dispersed managers within instant access to HR processes
- Efficiently managing double-digit business expansion
- Streamlined HCM processes, reduced paper, and improved data accuracy for over 10,000 employees

“More importantly, our people are ultimately benefiting because HR information is current, relevant, and immediately accessible, and HR- and payroll-related processes like salary increases are significantly faster—occurring in a fraction of the time.”

With UltiPro, managers at The Fresh Market can easily request a salary increase or promotion, which automatically is routed to the appropriate teams or people for review. The workflow and flexible setup within UltiPro have allowed Hoffman to confirm that business protocols and budgetary ranges are factored into the process, which has delivered higher levels of accuracy and reduced errors.

The Fresh Market can configure different workflows for higher salary increases or for changes that impact specific roles in the company. Hoffman also appreciates UltiPro’s state-of-the-art roles-based security, which provides stakeholders with access to information that is only relevant to them.

“The flexibility in UltiPro makes our job much easier and adds solid value to our business. We can configure UltiPro differently based on a range of factors. For example, a store manager in Florida needs access to different information and activities than a manager in North Carolina, and both may have different salary ranges for the same position than a manager in different geography with a lower or higher cost of living,” said Hoffman.

“UltiPro streamlines all of this for us. Plus, we have a thorough audit trail of our actions, so when issues or questions may surface in the future, we can quickly find the answer.”

With such a large and fast-growing workforce, it was critical and extremely beneficial for the retailer to streamline as many transactions as possible. According to Hoffman, one of the ways that UltiPro is helping the company manage expansion is by automating hundreds of transactions that occur each week at the store level.

Managers can log in UltiPro to initiate transactions, make approvals, or gather information about their workforce without paper, emails or delays.

“When I started with UltiPro in 2005, The Fresh Market had about 40 stores and 3,200 employees in about a dozen states. Today, we have over 130 stores and 10,000 employees in 25 states, and more expansion is planned,” said Hoffman. “Because UltiPro has streamlined so many processes for our managers and HR teams, we have been able to smoothly manage our expansion and we are better positioned for the future.”



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Director of Payroll
The Fresh Market

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