

# Innovating for growth



**Scott Peterson**


Executive Vice President and  
Chief Human Resources Officer





**Julie Hartle**

Vice President, Business  
Relationship Management


## Quick facts


 **Company:** Schwan's Company

 **Industry:** Food manufacturing

 **Headquarters:** Marshall, Minnesota

 **Employees:** 7,000+

 **Award:** ADP® Meeting of the Minds 2023 Client Award for Innovation at Work

 **ADP products featured in this story:** ADP Next Gen HCM®

Schwan's Company, one of the fastest-growing leaders and producers in North America's food industry, is dedicated to bringing people and cultures together through global flavors and delicious ethnic cuisine. Founded in 1952, the company has grown to become a leading provider of frozen foods in retail stores and food-service venues throughout the U.S. Its many popular brands include Red Baron®, Tony's®, Big Daddy's®, Villa Prima™ and Freschetta® pizza, Mrs. Smith's® and Edwards® desserts and Pagoda® and bibigo® Asian-style foods — all made with high-quality ingredients. Learn how Schwan's partnered with ADP to reimagine HR processes and prepare for future growth, culminating in winning the ADP Meeting of the Minds 2023 Client Award for Innovation at Work.

Learn more about Schwan's Company  
at [schwanscompany.com](https://www.schwanscompany.com)


## Goals and growth strategy

**Scott:** Through innovation and new product development, our goal is to become the number one ethnic food player in the world. We feel the only way to scale is to simplify and ensure we have best practices.

This was not just about implementing a new system for us. We took a step back and looked at how we could simplify and reinvent how we work. We wanted to streamline the employee experience to make it more robust and ensure that when employees came to work, they would have access to cutting-edge tools to help make their jobs easier and their workday smoother.



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We picked ADP Next Gen HCM because it had the key modules that were important to us. Recruiting and onboarding, HR and payroll, compensation and a mobile experience that would enable our employees to have quick and easy connection to our systems and work processes — and help them feel connected to each other.

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**Julie:** We have about 7,000 employees, and our strategy is to grow organically and through acquisition. It became apparent that the HCM systems we had in place weren't sufficient to support our growth objectives, so we began brainstorming ways of doing business differently. We challenged our employees to come up with 250 simplification ideas, and they completely exceeded that goal by proposing over 900 ideas on ways we could simplify our processes.

### Why ADP Next Gen HCM

**Scott:** Two big reasons we considered a partnership with ADP was their global footprint and focus on innovation. We felt they would push us to simplify and innovate across all our core HR processes and be an excellent partner to collaborate with in a way where we would make each other stronger.

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**Julie:** Our culture is around being first, best and different. We felt ADP Next Gen HCM was the product that could help us reinvent work and get us to our future vision of what we wanted in our HR system. We also really liked that ADP offered both the technology and services together.

### Simplification delivers results

**Julie:** We use many ADP systems to help us along our simplification journey — from recruiting management, onboarding and succession planning to Next Gen HCM payroll and Workforce Manager. We also leverage outsourced services like wage garnishment, Affordable Care Act (ACA), Work Opportunity Tax Credit (WOTC) services and unemployment claims processing.

We've implemented over 850 simplification ideas, some big and some small, that have transformed how we work. ADP Next Gen HCM payroll offers insight into our final payroll results a lot earlier in the process, allowing us to be more proactive in making changes or corrections before completing payroll. Employee and manager self-service eliminated many forms manually processed in the past. Now, employees can go into the [ADP Mobile](#) app or MyADP and make changes at any time. Not having all those paper forms has freed up the people previously keying in that information to be more analytical in their roles. We set a goal to eliminate 15,000 transactions a year, and within the first month, we had over 2,000 employee self-service transactions. We also reduced our applicant time from 15 minutes to five minutes and streamlined our background screening process.

The amount of complexity removed from our technology stack is incredible. We eliminated five vendors, over 200 custom programs and over 100 integrations by going all in with ADP Next Gen HCM.

## ADP Mobile app builds connection

**Scott:** ADP solutions help support our collaborative culture, which we call "one table, one team." Most of our employees work in our field manufacturing facilities and can often feel disconnected from the corporate location and other employees in the company. The ADP Mobile app enables our frontline, hourly employees to manage their information, make changes, request time off and feel connected to other employees. It's been a source of very positive feedback for us.

## Partners in innovation

**Julie:** When we go into business with a new vendor, we view that as a partnership. As early adopters of ADP Next Gen HCM, we committed to working together as partners, and we truly believe that if ADP is successful, it will help us be successful. We've spoken with ADP executives and met with the product owners, allowing us to explain what's important in our business to help influence the roadmap and future of the ADP Next Gen product.

**Scott:** We're revolutionizing HCM in implementing this across our company, and ADP has been very receptive to our thoughts and ideas to innovate.

## Advice to others considering HCM transformation

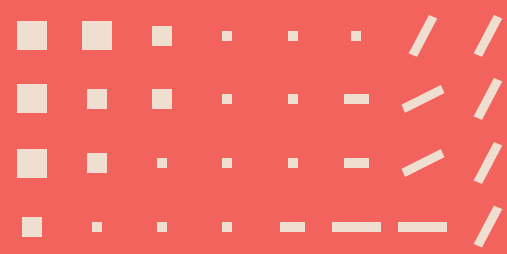
**Julie:** I'd encourage anyone planning an HCM transformation to make sure you spend enough time and put enough resources into your change management plan. We took it very seriously at Schwan's because this was the most significant change management effort we've ever made regarding a technology solution. We analyzed all the different populations within our organization to identify what would change for each one of them. Then we customized our communication and training approach for each so that when we went live, they knew exactly how this would impact them and how it would change how they partnered with HR. It took an incredible amount of work, but it ultimately paid off.



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**Scott:** Understand that transformation starts with process redesign. It's not just a system implementation — it's changing how you work, and you need to know that before you sign up for such a major project. The key is to make sure you've got a partner with the system and, frankly, the team to support that process redesign.

## On winning the Innovation at Work award

**Julie:** The Innovation at Work award recognizes our team's hard work on this journey. At Schwan's, we always talk about our awesome people, and I had an amazing team on this journey with me. They worked through very challenging parts of this process and kept looking for solutions. I'm just so proud of the team and all we've accomplished.

**Scott:** Winning the Innovation at Work award is an amazing way to recognize all the ideas our employees provided and implemented to improve how we work. I'm incredibly proud of our employees, but I also want to credit ADP because many of our proposed ideas hadn't been implemented before. It took a very receptive partner willing to listen and be open to those ideas to ensure we had a system to support our efforts to be innovative.

## Do things better with help from ADP

Get the tools you need to innovate your HCM processes.



**ADP Next Gen HCM:** ADP Next Gen HCM brings empowering experiences to everyone, trusted insights and guidance for informed decisions and adaptable technology to help your business evolve.



**ADP Mobile Solutions:** ADP Mobile Solutions provide secure and convenient HR and payroll data and tools for simple, anytime access across devices.

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