CORE UX

ADP Marketplace Interviews – May 2018

Why did we attend Pro Client Conferences?

- Validate findings from original focus-group session
- Gain insights from different geographical areas
  - Dallas, TX
  - Orlando, FL
- What is still missing?
  - Feedback from the west coast
  - Feedback from various size clients (SBS + NAS)

What we wanted to learn

- Key elements that influence purchase
- How to buy
- Where to buy

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Who we met

Chrissy S – Saft America, Inc
SAI HRIS Analyst (950 EEs US, 230 local)

Gwen E – Vector Solutions

Justin P – Hampel Oil Distributors, Inc
Human Resources (252 EEs)

Collen P – The Rosewood Corporation
HR Coordinator (180 – 200 EEs)

Dana T – LifeScience Logistics
HR Specialist (300 EEs)

Ernest M – Securadyne Systems
VP of HR (300 EEs)

Carolyn P – Securadyne Systems
HR Business Partner (300 EEs)

Moderated in-person interviews with seven existing ADP WFN clients

- One-on-one interviews
- Pro Client Conferences
- General interview questions
- Wireframes of suggested redesign

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How to buy

Feedback similar to NY: *none* of the participants buy without authorization, approval, or heads up

Research

Cost analysis, ROI

Clients do **a lot of work** to determine the right option

Make a case

CFO, VP of HR, Executive Board

Time to purchase ranges from two to four weeks

Buy

Mixed reactions across groups in terms of credit card versus invoice/PO

For Marketplace, all clients need approval **regardless of cost**

What this means for ADP Marketplace:

Details, details, details
How can we make it easier for them to get the information they need?

Help them help us sell
Present information in such a way to justify cost and ROI for them to share and gain purchase approval

Less invoices = better?
Streamlining invoices for clients could be a potential benefit

How to buy

It depends on what it is. If it's more than a few thousand dollars, I would run it by the CFO.
It varies based on the situation. If it would integrate long term, I would bring it to the CFO because it's recurring. **For ADP Marketplace I would definitely bring it to the CFO.**

VP of HR - Securadyne Systems

How familiar are clients with ADP Marketplace?

- Most only **somewhat familiar** with ADP Marketplace
- A few admitted to signing up for the research session to learn more and get a demo

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About

CONTACT

ADP Marketplace

Solutions unified. HR simplified.
amplified.

I saw the shopping bag icon in WFN. (x4)

I got an email message from ADP.

I have a tight relationship with my implementation manager, and she never brought it up. I learned about it from our sales rep.

We have WorkNumber for employee verification. It took me to Marketplace to download something.

FOR ADP CLIENTS

Discover awesome HR apps, all in one place

Explore Apps

FOR DEVELOPERS

Integrate with ADP APIs

Access Developer Resources

er with Us

What three words come to mind?

- Innovative
- Exciting
- Third-party
- Cost
- Streamlined
- Store
- Purchasing
- Apps
- Ease of use
- Additional things you can buy
- Diverse products
- Buying power
- Make job easier

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As a user of ADP Marketplace, I want to _____

…I want to be able to have a trial period. **I want to easily find the demo.** I couldn't find pricing. Even a ballpark of a price would be helpful.

…I want to have a resource to all state regulations. **I would pay for that.**

…I want the information I need to make my decision. I couldn't get a lot of information at ADP Marketplace **so I went directly to their web sites**.

…I want to be **educated** on the products you offer.

…I want to be able to test it. It's so generic. **It's hard to see how it's going to work.** I also want to know the cost.

... I want to find the products that I need and be able to **demo those products on demand**.

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Feedback: Home Page

Feedback: Search

Business needs is a full service solution. HR would be things like recruiting, performance management.

What would they put under 'Recommended for Me'? They don't know my business.
I know my needs. Maybe a needs analysis. Answer several questions so you can make a recommendation.

In my company, payroll is not HR. The folks in payroll may not understand the HR slang or jargon.

I would think Business and HR would be subtitles **from the book wrapper**.

> "Leadership skills are for everyone – including you. Leadership isn't an innate "gift." It might come more naturally to some, but we're all leaders in some capacity."
>
> - *Carey Lohrenz*

Discover 235+ apps on ADP Marketplace including:

Recruiting

Onboarding

Time Management

Learning Management

Financial Wellness

### Org Charting

Success Planning

Connectors

Feedback: Search

Different roles have different needs.

Human Resources - Hampel Oil Distributors, Inc

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Feedback: Industry

I would expect apps to be here that are used by my competitors who use the system. What apps are Chevron or Mobile using? Based on usage use cases. I would expect it would be grouped by different functions.
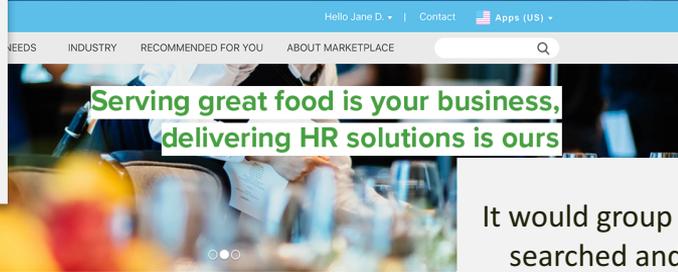
It would group by most commonly searched and most commonly purchased.

I'm assuming these are the most popular.
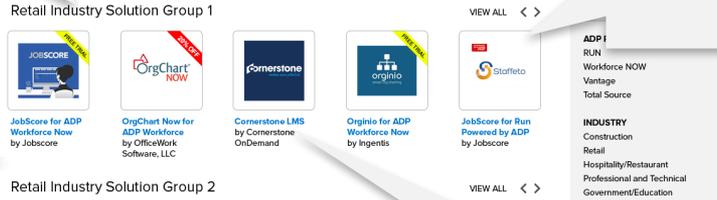
That would be good - knowing what other industries are using might sway me if another manufacturing plant was using something.
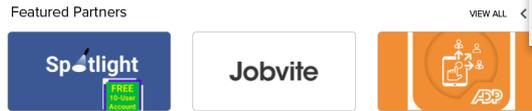
It would be helpful to know what competitors are using.

Feedback: Profile

Their brand = our brand

- Our brand is a significant impact for the partnership
- All clients assume **we fully vet** each partner
- They assume they can trust it because *we* market it
- Transparency is important

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Feedback: Service and Support

Once you sold it to me on your marketplace,
you own it ADP.

VP of HR - Securadyne Systems

Feedback: Start a free trial/Contact Us
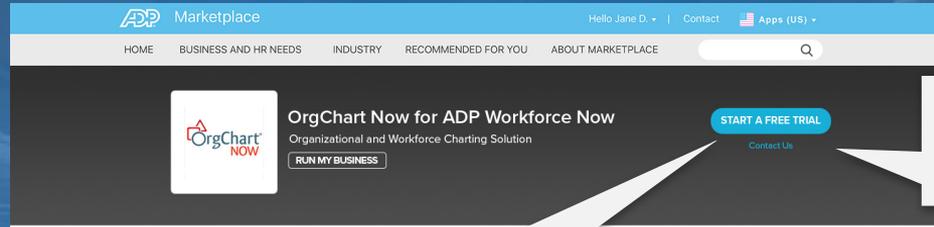
It's not clear who you're contacting when you click "Contact Us".

I expect a free trial to be like Pandora. I'm getting everything I would if I purchased it. There wouldn't be limits on functionality. It would be try before you buy.

We did a free trial. There was no demo to show you what to do step-by-step. It just let me log in and play around with it. What the heck?! How do you make it work?! It needs to work. It needs to have data in it that you can play with that makes sense to you.

Pricing

- Participants were ok with varied pricing – they just want the pricing to **be obvious**

- They are ok getting cut off from the free trial as long as there is fair warning

- Expectation is for conversion from a free trial to a purchase is an opt in rather than an opt out

- Participants expect to talk to a sales associate for "wiggle room" in the price

Pricing

I expect pricing to be the out-the-door price. What does $99/month mean? Is that just for me? Is it one user or does everybody get access?

I want it up front. If it's out of your budget, what's the point of looking at it?

I don't mind different pricing options but present all of the options. In a perfect world, the system would know my employee size and present the correct pricing.

It needs to be budgeted. The VP of HR would need to know about the money. Monthly isn't as significant as an implementation fee.
[*Pause*]
But I wouldn't expect {an implementation fee}…would I?! It should be obvious here if there isn't one.

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Integration

Your definition of integration and mine are not the same. I expect them to fully talk to each other without work arounds or special patches. They should work together seamlessly, nothing extra that I need to do.

It's connected both ways. It's less administrative responsibility on me as the client.

I expect it to be 100% compatible with the ADP Platform. My fear is that we're not told about things. I want to know both the positive and the negative, not just the positive.

I want it to read back and forth. It should happen with the click of a button.

One system. No outside systems. All of my data talks to each other and transitions between fields. A unified experience. Not fractured. Work should be done in the background without me knowing its happening. Org Chart should be a button to generate my org chart. It should be a point where I think it really is ADP.

I went through an upgrade for Time and Attendance. I was told it would integrate and it did not.

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Integration

> We had an integration issue, and when we called ADP they said "you didn't ask if that would work."
> We didn't know WHAT we needed to ask.
> **We expected you to tell us**.

HR Specialist - LifeScience Logistics

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How to drive clients to purchase from ADP Marketplace?

- Provide easy access to a demo
- Start integrating with The Bridge – many clients mentioned going there for information
- Allow the free trial to be "like" Pandora
- Clearly explain what integration means, even if varies on a per-app basis – spell it out
- Is there an implementation? If not, tell them that
- Is there an implemtation fee? If not, tell them that

Thank You