



Sapp Brothers, Inc.
Improves Candidate
and Hiring Manager
Satisfaction with ADP
Recruiting Technology

Sapp Bros. Inc. is a travel organization that offers 16 full-service travel centers, acts as a leading petroleum wholesale distributor, and partners with nearly all petroleum manufacturers. Seeking to replace their existing applicant tracking system with an efficient, candidate friendly talent acquisition technology, Sapp Bros. chose ADP Recruiting Management.

Prior to implementing ADP Recruiting Management, Sapp Bros. reported very low candidate satisfaction with their applicant tracking system. “We implemented ADP Recruiting Management for the express purpose of making it easy for applicants to use,” said Mary Erikson, HR Safety Manager. “Not only are people saying they like the system, but our number of applicants has doubled over the previous year.”

ADP Recruiting Management has also supported mobile capabilities for Sapp Bros. The organization is now able to use mobile talent communities for external candidates, and internal users have mobile access to the technology. “Everybody likes it,” Erikson said. “It’s easy to use and it works well.”

On top of ADP Recruiting Management providing an easy to use applicant system that has increased Sapp Bros.’ number of candidates, the technology also offers extensive benefits for back-end administrative purposes. The previous technology required additional fees for any customization and had incredibly limited reporting capabilities. With ADP Recruiting Management, users can make configuration changes at no charge – and, says Erikson, “The reporting is as easy as it could possibly be.”

ADP Recruiting Management offers multiple types of reports on candidate flow, requisition statuses, time-to-fill, and others, and all reports can be customized by the client user based on their organizational needs. Sapp Bros. wanted a trusted partner that they could rely on for their new technology solution. ADP was able to meet both of those requirements and more, making the decision to implement ADP Recruiting Management an easy one. However, Sapp Bros. also saw ADP Recruiting Management as the best option for their organization.

“Having a trusted partner is a big plus for us. It was one of the reasons we chose ADP Recruiting Management – additionally, it was economical, and it had the most features,”

Mary Erikson, HR Safety Manager

ADP and Sapp Bros. are continuing to develop the functionalities of the ADP Recruiting Management solution. Sapp Bros. plans to implement an e-signature form in the near future to further improve the applicant experience, and ADP Recruiting Management offers them an all-in one technology that meets their ongoing applicant and administrative needs. •

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Recruiting Management Case Study - Sapp Brothers

About Sapp Brothers

Sapp Bros., Inc. is a collection of 16 full-service, friendly travel centers; primarily located on Interstate-80 from as far west as Salt Lake City, Utah to Clearfield, PA in the east. Sapp Bros. is also a leading petroleum wholesale distributor with a robust offering related to refined fuels, lubricants, oil, propane, diesel exhaust fluid, compressed natural gas, kerosene, additives, solvents, and many other associated products, services, and equipment. Sapp Bros. partners with nearly all petroleum manufacturers to ensure their travel centers and 30+ wholesale outlets have the most in-demand products and services.

About ADP Recruiting Management

ADP Recruiting Management is designed with clients in mind. Its customizable settings, always-expanding capabilities, and dedicated support and service from ADP team members make ADP Recruiting Management a strategic choice for organizations that want to stay ahead of the game.

About ADP Talent Acquisition Solutions

ADP Talent Acquisition Solutions offers the most comprehensive talent acquisition services in the industry, delivering a customized blend of people, process and technology. Our client teams have extensive experience delivering recruitment process outsourcing (RPO), providing recruitment technology, AIRS® training, and pre-employment screening. For more information, visit ADP.com.

About ADP

Employers around the world rely on ADP (NASDAQ: ADP) for cloud-based solutions and services to help manage their most important asset – their people. From human resources and payroll to talent management to benefits administration, ADP brings unmatched depth and expertise in helping clients build a better workforce. A pioneer in Human Capital Management (HCM) and business process outsourcing, ADP serves more than 630,000 clients in 100 countries. ADP.com.