



Banking on talent delivers results



Teresa Ascencio
EVP, Chief
Administrative Officer



Jane Strohm
SVP, Director of
Human Resources



Tami Trainer
VP, Manager of Payroll
and HRMS

Quick facts

 **Company:** Academy Bank

 **Headquarters:** Kansas City, MO

 **Industry:** Banking and Financial Services

 **Employees:** 900

 **ADP products:** ADP Lyric HCM, ADP® DataCloud

Academy Bank is a full-service commercial bank privately held and family-owned by Dickinson Financial Corporation. With \$2.9 billion in assets and more than 75 banking centers in Arizona, Colorado, Kansas and Missouri, Academy Bank provides a wide range of financial solutions for business and individuals, including commercial and business banking, treasury management and mortgage services. Academy Bank's sister bank, Armed Forces Bank, headquartered in Leavenworth, Kansas, proudly serves active and retired military and civilian clients around the world with more on-base locations than any military bank in the country.

Goals

- Combine disparate HR systems into one HCM system and automate manual processes
- Streamline recruiting, hiring and onboarding to attract top talent and deliver a world-class candidate experience
- Use data to make informed business decisions

Drive through automation

Academy Bank embodies a culture focused on innovation, forward-thinking ideas, and delivering the best financial products and services to its clients and technology for its associates. Having experienced over 25% growth in the last 10 years, leaders set out to replace outdated, disparate systems and integrate all HR processes into one comprehensive HCM system.

Prior to partnering with ADP, Academy Bank's onboarding process was heavily manual and paper-based. New hires faced a cumbersome, two-inch-thick packet of forms, which managers then had to scan into the system. This inefficient process not only created a poor experience for new associates but also diverted valuable time from managers' core responsibilities of serving customers. Onboarding is now automated within ADP Lyric HCM and data flows seamlessly from recruiting management into payroll. Employees simply need to complete their I-9 forms, enter their information for direct deposit and make their tax elections. Automation has been especially key in quickly onboarding employees that come through acquisition, as employee data loads directly into the system, prompts associates to acknowledge company policies and enables a seamless transition.



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Financial institutions are subject to extensive regulatory requirements, including performing background checks on associates. With screening and selection services built into Lyric, background checks are automatically triggered, and records are maintained in one place making it easy to quickly produce reports for auditors.

As Academy Bank's HR system of record, Lyric delivers a file feed every two hours that disperses information to appropriate groups like IT, security and parking so when a new associate is hired, they are automatically set up with an email address and workspace, a security badge and a parking pass. Time is also integrated so timecards flow directly into payroll.

High-interest rate recruiting

To attract top talent and better emphasize its brand and culture, Academy Bank and ADP partnered to redesign the bank's career website. Jane Strohm, SVP, Director of Human Resources, says, "I think the single most important thing we've done regarding talent is redesign our career website. I can't emphasize enough that our company brand and culture, what we go forward with our clients, is now what our applicants see as they come on board. It's a great experience; it is professional looking, and it allows us to put our best foot forward. It looks so awesome. I love it."

With built-in recruiting and benchmarking metrics, Academy Bank was able to design its own recruiting metrics scorecard, enabling them to quickly see what jobs are open and how long they're taking to fill. To spot trends, they can dig deeper into those metrics and go back months or years. Real-time compensation benchmarking data, available at national, state, or MSA levels, ensures Academy Bank is offering competitive wages for top talent in a particular area.

Tami Trainer, VP, Manager of Payroll and HRMS says, "We love DataCloud. I am in there every day and push metrics out to our executive management on a weekly basis. We look at who's moved, where we rank as far as compensation, and turnover by tenure, region and other demographics. Whatever information we want to know, it's current, it's accurate and it's right at our fingertips. It's an awesome feeling to know that we can provide information to our executives to help manage the company as a whole."

Enabling customer service through employee self-service

In the banking world, time is money, so employees need to be able to focus on helping Academy's clients with their time and their money. The ADP mobile app enables hourly associates to clock in as they're walking through the doors, so they're ready to help customers who are often waiting at the door, once they arrive. Employees can access their pay statements, benefit elections and direct deposit information all in the mobile app. If they need to make any changes, everything is in one place. Time is integrated so employees can easily view their schedules, holidays, request time off and more. Associates can also log in at their workstation and access MyADP via single sign-on. Academy Bank also takes advantage of the Voice of the Employee feature to interact with its employees in 15 states in real time when they need to get an urgent message out or capture feedback. Employees find the mobile app easy to use and appreciate having all their employment needs in one place, contributing to lower turnover rates.

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Banking on a strong partnership

Academy Bank's EVP and Chief Administrative Officer, Teresa Ascencio credits much of their success to their strong partnership with ADP saying, "Our partnership with ADP is fantastic and has been particularly important as we implemented Lyric. Things don't always go perfectly with implementations and a true test and measure of a partnership is how things work when they're not working, and ADP has been a truly great partner. They're very responsive, they take our issues seriously and really focus on the strategies that we are focused on."

Strohm emphasizes that the relationship is not a transactional one, "It is truly a partnership of being available and helping each other succeed in our roles."

On winning the Talent at Work award

The Talent at Work award recognizes an organization that consistently drives process improvement and performance throughout the talent journey, resulting in improved efficiencies, optimized resources and a better experience for candidates and employees. Academy Bank was selected for its ongoing commitment to attracting and retaining top talent with innovative tools and strategies.

Strohm says, "Winning the Talent at Work award is a huge honor. Talent is of the utmost importance to Academy Bank. We're in a client-facing business. As much as there's a lot of AI in technology and the world, banking is still a business based on people. The things we've done in the last year to drive our turnover down, raise our retention, put a best-in-class product out for recruitment and enhance our core HR system to Lyric are all aimed at keeping our talent or bringing on great new talent and we couldn't do that without those tools and the innovation."

Ascencio adds, "I'm really proud of winning the Talent at Work award. It really shows the significant impact that the HR team has had on the organization. We want to continue innovating so that we're bringing the best solutions to our employees and clients."

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of the MINDS

HCM DISTINCTION AWARDS
Innovation at Work



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