



AN EXERCISE IN TEAMWORK: HOW ADP® STRENGTHENED HCM AT GOLD'S GYM

Gold's Gym is a fitness industry titan, renowned for its vast network of fitness centers and commitment to workforce management and client services. Sporting a corporate-owned and franchise presence across the United States and around the world, Gold's boasts an iconic heritage of bodybuilding, strength training, convenience and community engagement. Its journey with ADP Lyric HCM marks a pivotal shift to a human capital management (HCM) system that helped strengthen its HR and workforce management.



Susan Parks
Senior HR Director

QUICK FACTS

Company: Gold's Gym

Industry: Health and wellness

Employees: 1,860

ADP products: ADP Lyric HCM

DEALING WITH WORKFORCE MANAGEMENT, PROCESS EXECUTION AND VARYING PAY RATES

As Gold's evolved, it encountered the complexities of managing a global workforce, compounded by the exit of Gold's payroll leader. These challenges complicated the fitness icon's ability to execute and replicate important processes, demanding an agile HCM system that could adapt to the company's sophisticated needs, including managing varying pay rates.

"Lyric has helped us not overpay or underpay our employees," Parks said.

GOLD'S JOURNEY WITH LYRIC

After implementing Lyric, a comprehensive HCM solution, Gold's improved its global workforce management — even through periods of high headcount and staff reductions.

"We have about 1,800 employees, and in August 2019, we had almost 8,000," Parks said. "Lyric has been able to accommodate both our larger and smaller numbers."

Parks added that Lyric is critical to Gold's daily operations. A process enhancer, the solution offers a central hub for managing various HR tasks, including payroll, turnover, compensation benchmarking and employee engagement. Its flexibility has allowed the famed fitness brand to strengthen its HR and workforce management, regardless of scale.

"Lyric has positively impacted our HR and payroll teams," Parks said. "It's made their lives easier, and our employees can access their check stubs much easier."

THE WORKOUT PLAN: HOW ADP STRENGTHENED HCM AT GOLD'S GYM

Adaptability and scalability: The implementation of Lyric demonstrated the importance of adaptability in HCM solutions. Gold's newfound ability to seamlessly manage head-count fluctuations showcases the solution's scalability and flexibility.



Efficient operations: Lyric eliminated one day from Gold's payroll process, optimized operations and enabled HR administrators to perform data management and system interface tasks. Additionally, the solution's support of Gold's varying positions helped simplify the company's workforce management.

Empowerment through technology: Gold's took advantage of Lyric analytics to deliver reports to the CEO and other leaders, empowering the company to make critical decisions.

"The analytics are powerful," Parks said. "We've used the benchmarking tools to find salaries, you can run all kinds of reports for turnover and we create dashboards so our CEO, vice presidents and district managers can view turnover rates at any time."

Additionally, ADP empowered Gold's HR team by providing full practitioner rights within the solution. This process decentralized HR management and helped Gold's practitioners make informed decisions confidently and independently.

"The dashboards are super helpful and make HR look good," Parks said.

Continual engagement and feedback: Regular conversations between Gold's and ADP ensure the solution aligns with the company's needs. This partnership approach to implementation enables continual improvement and customization.

"We were assigned a service team that helped us through implementation," Parks said. "They stayed with us throughout the process and became our service people afterward ... we are very tied to them ... we feel like they're just as much on the Gold's team as we are on theirs."

AN EXERCISE IN TEAMWORK

Gold's adoption of Lyric exemplifies a strong partnership that improves HR and business processes. Gold's set a precedent for using Lyric to enhance HR and workforce management, achieving greater flexibility, more efficient operations, professional empowerment, informed decision making and continual improvement. This case study underscores the crucial role of HCM partnerships in navigating today's HR and business complexities, marking a giant leap forward for both companies.

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Lyric is a full-suite, global HCM solution designed to empower employees at all levels and help enterprises adapt to the ever-evolving rhythms of work. Discover how Lyric's flexible, intelligent, and human-centric design, combined with ADP's reliable partnership and industry expertise, supports the unique needs of your organization today and as it grows and changes.

ADP Lyric HCM
LISTEN. ENGAGE. PERFORM.