



# Harman Fitness strengthens its HR and payroll with NextGen HCM



**Kelly Fernandez**

Director of Employee Relations

## Quick facts



**Company:** Harman Fitness



**Industry:** Health and fitness



**Employees:** 3,000



**ADP product:** ADP NextGen HCM

Harman Fitness, headquartered in Los Angeles, CA is the franchise organization that created Fitness Club Management and employs over 3,000 people. Crunch Fitness Club Management handles the operations for Harman's corporate office in addition to their Harman Fitness franchises.

## Business challenges

- HR and timekeeping were different systems, leading to inefficiencies and time-intensive manual processes
- Paper-based and Dropbox digital file management systems made intake and updating cumbersome and inefficient
- Geographically distributed gym locations and nuanced employee status created complex HR and payroll scenarios for a small team to balance at scale

## Harman Fitness turns to ADP® NextGen HCM to unify disparate time, HR and payroll tools to create a more efficient, scalable HCM solution and a heightened employee experience.

The fitness club industry is intensely competitive. Local fitness clubs and larger regional and international franchises not only compete with each other for members, they also compete for staff. So when Kelly Fernandez, Director of Employee Relations at Harman, was promoted from Director of Payroll to overseeing all of HR for the company she knew that focusing on heightening the employee experience was a significant opportunity to attract and retain Harman team members across the country.

"We offer an exceptional workout experience and we're a widely-known international brand, so it was important that our HR and employee experience reflected our company in the right light," says Fernandez. "The opportunity to move forward with ADP NextGen HCM was extremely exciting. Combining HR and timekeeping under one platform and experience holds real value for me and my small team and we've been very pleased with how these elements have come together so far in the implementation."

## Simplifying the complex

Moving to a more integrated, automated system is a bold but necessary step for Fernandez. Her organization still relies on paper documents for many elements of timekeeping, taxes and onboarding, but she immediately recognized the gains that would come from a digital-first approach to her function across the many locations she oversees.

"I'm a payroll nerd. I came from the payroll world and HR and payroll are often very divided systems. But the advantages to combining these systems made so much sense and the more I learned about NextGen HCM the more I was convinced it was a move that would save tremendous time by taking away manual processes and also make it so much easier to get the documentation and other information we needed from employees."



Always Designing  
for People®

She continues, “We needed a more modern approach to a variety of things, including risk management and worker’s compensation. Payroll can be challenging, but there are other very important areas to consider in HR compliance and I felt confident that ADP was the right partner to help bring our processes to the next level.”

### Implementing with confidence

From her first interactions with the ADP integration team, Fernandez became more convinced that her decision to move to ADP NextGen HCM was the right one. She felt valued and says she’s been impressed with the field knowledge across her support team working on the implementation. She gets fast callbacks when she has questions and is able to send direct messages to her ADP team when adjustments have needed to be made.

“Making a big change, especially on the scale that we needed, can test the nerves. We’re already a lean and efficient HR team, but I can’t say enough about the level of support I’ve received from the ADP team. They have given me the confidence I need in a partnership of this size — the team has truly earned my trust.”

She also noted that the diversity within the team made her even more comfortable. “The team consists of a lot of women and the whole group is made up of people from different cultures and backgrounds,” she notes. “Being both a woman and a minority, the diversity on the team stood out as a unique element of their approach to me as a client. I knew my voice would be heard.”

### Unified platform offers impressive gains

The complexity of the fitness business combined with different locations, different systems and different reimbursement structures made the NextGen HCM offering so appealing for Fernandez. She explains that between worker’s comp, gas and mileage reimbursement, educational and safety training and other HR tasks there are a large proportion of manual tasks. And they’re all connected to funding and payment systems. The intricacy of these systems and the separate nature of them means Fernandez and her team are busy doing time-sensitive work and multi-tasking between different systems every day.

“We had used two systems for HR and timekeeping and also manage a documents hub supported by Dropbox, so there are a lot of areas that take time and are extremely detail-oriented. Shifting to a more consolidated, digital-first and automated system is something that I’ve envisioned for a long time,” she explains.

ADP NextGen HCM will allow managers to quickly and easily fill out schedules, taking work that once took an hour or more down to a 10-15 minute project. Leaders will no longer have to print and fill out forms and then scan and upload forms manually — everything will be digital.

“New hires would normally be asked to fill out a 10-page paper packet — which, in 2023, is not the best experience. People are used to digital-first experiences, and it erodes our employer brand and can disengages people from the beginning,” Fernandez explains.

“Our new experience elevates every interaction our team members have with the company and the efficiencies will be felt across the board — no more exporting data, uploading files, filling out paperwork and dissecting people’s handwriting. With ADP, we’re modernizing every aspect of our HR, timekeeping and payroll.”

We’ll now be using advanced scheduling and timecard options that work for employees who work in multiple locations. We now have a modern approach to HR that younger employees who work in the health and fitness industry expect from a leading national brand. They prize ease and efficiency and so do we. We’re giving our team what they expect and deserve and I’m proud we could deliver such a stellar experience.”

ADP, the ADP logo and Always Designing for People are trademarks of ADP, Inc. All other marks are the property of their respective owners. Copyright © 2024 ADP, Inc. All rights reserved.

“

Our new experience elevates every interaction our team members have with the company and the efficiencies will be felt across the board — no more exporting data, uploading files, filling out paperwork and dissecting people’s handwriting. With ADP, we’re modernizing every aspect of our HR, timekeeping and payroll.”

#### Kelly Fernandez

Director of Employee Relations,  
Harman Fitness



Always Designing  
for People®