

## CUSTOMER STORY

## Unifying Payroll and Onboarding to Save Time and Increase Employee Efficiency

### Overview

Parks Marina on East Lake Okoboji started as a small fishing boat sales and repair facility, and has expanded into a diversified three location business, with marinas, sales, service, storage, boat rentals, pro-shops, and specialty retail stores.

With a significant number of seasonal employees each summer, managing payroll became increasingly complex. Their separate, outdated onboarding and payroll systems struggled to meet fast-paced demands. Recognizing that managing payroll and HR in-house—and within a single system—was imperative to swiftly adapt to seasonal changes, Parks Marina needed a comprehensive solution to streamline their operations.

### Challenges

Facing the fluctuating demands of a significant number of seasonal employees each summer, Parks Marina was confronted with increasingly complex payroll management challenges.

- **Increased Demand:** Business growth heightened demand on the payroll administrator, prompting the need to hire an assistant to manage the growing workload.
- **Disjointed Systems:** With onboarding and payroll operations hosted in separate systems, the payroll admin had to manually input employee information into the payroll system.
- **Manual Processes:** Parks Marina operated with no employee self-service portal, issued paper stubs to all direct deposit employees, and had to manually track all PTO.

## Solutions

Parks Marina chose Greenshades for its agile solution that combines payroll and HR into one flexible system, enabling in-house payroll processing and reducing manual tasks for overall efficiency.

They decided to implement the following Greenshades solution: **Payroll and HR Platform**



## Results

The transition to Greenshades triggered a wave of positive effects for the Parks Marina team. By completing implementation before summer, they streamlined their processes and significantly enhanced operational efficiency during their busiest time of year.

- **Reduced Payroll Overhead:** Thanks to Greenshades' enhanced efficiency, the Parks Marina payroll administrator effectively manages the process independently, eliminating the need for additional staff and **saving the company the equivalent of a \$50,000 salary typically required for a payroll administrative assistant.**
- **Enhanced Automation:** With everything hosted under one roof, data flows smoothly from onboarding to HR and payroll, substantially minimizing manual data entry and lightening the payroll administrator's workload.
- **Saved Half a Day's Work:** **The team now saves over half a day's work each pay period** because of the introduction of self-service portals, where employees manage their own HR details and automatically receive digital pay stubs, eliminating the need for paper copies.
- **Optimized Multi-Entity Management:** By hosting separate company profiles under one umbrella within the Greenshades solution, the payroll administrator can effortlessly manage and transfer employee data for those working across multiple entities during the summer.



“

We're extremely pleased with our decision to choose Greenshades. Its easy-to-use interface, efficient onboarding and payroll processing, plus excellent customer support, have made all the difference.

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- **Jenny Moran**  
Payroll Administrator