

MASSAGING THE PAIN OUT OF PAYROLL

Gould's Salons has been pampering guests for the past 86 years. As a full-service, fashion-forward salon for the whole family, their team of over 380 beauty professionals are dedicated to providing the absolute highest quality experience and results for their clients. As their numerous life-long customers and awards demonstrate, they are the best in the Mid-South at making people beautiful...literally from head to toe.



MELISSA WILLIAMS
DIRECTOR OF OPERATIONS

My favorite part is the ability to know who I'm working with—to see them from time to time—and to know the person on the other end, as opposed to the national company where I'm talking to a different person every time.

▶ THE CHALLENGE ▶

While customers were stunning as they walked out of each Gould's location, the payroll scene in the back office was anything but glamorous. When Gould's approached Patrick Payroll in 2017, they were facing the enormous challenge of accurately handling payroll and benefits administration for over 380 employees in 11 different locations. Working with a large national payroll firm was proving to be difficult and frustrating as customer service was anything but customer friendly. It was time consuming to submit a job ticket to a nameless and faceless service rep (often overseas) each time they had a



question or a problem. Often, by the time they got a response, a simple question had ballooned into a source of great tension.

It was important to Gould's that they be able to easily care for their stylists, barbers, and spa professionals by having dependable financial practices. They realized that when team members knew their pay was reliable and easy to access, they would then be able to focus on wowing the clients who walk through their doors.

▶ OUR SOLUTION▶ THE RESULTS



ASSESSED THEIR CURRENT SYSTEM

We began by sitting down with the Gould's leadership team, Philip & David Gould, Melissa Williams, and Judy Williams, to simply listen to their story. Understanding their existing situation and assessing their needs was critical in being able to provide payroll solutions that work best for them.

DEVELOPED A PLAN

After learning about Gould's current situation and frustrations, we put together a simple and effective strategy that would detangle their payroll, trim its split-ends, and give their compensation process a fresh runway-ready confidence.

WALKED WITH THEM EVERY STEP OF THE WAY

Once we had a plan and timeline in place, we didn't just hand it over to the folks at Gould's and wish them luck. Our team has continued to walk with them every step of the way—making sure the strategy works and tweaking it as needed to ensure awesome results.



Since Gould's partnered with Patrick Payroll for their payroll needs, they are finally able to relax knowing that their employees will be paid on time, their records are tidy and up-to-date, and they've got someone down the street who is in their corner.

HOW PATRICK PAYROLL HELPED

The biggest thing Gould's really needed was someone to partner with to conquer their payroll so they could focus on serving their customers and employees. While the national company technically got the job done, the process and the experience left a lot to be desired. (Kind of the way an off-the-shelf hair product will technically change your hair color...for better or for worse.)

With Patrick Payroll by their side, Philip, David, Melissa, and Judy can do what they do best while we do what we do best...and they no longer have to pull their perfectly coiffed hair out!

