

ROUTE 422

JUNE 2021

Business Advisor

Serving the Route 422, 100, 202, and Route 30 Corridors in Montgomery, Chester and Berks Counties.

PREMIER PAYROLL SERVICES, INC.

PREMIER
PAYROLL SERVICES, INC.



*Delivering Dependable,
Affordable Payroll and
Human Capital Management
Services Through a Global
Pandemic and Beyond*

Presorted
U.S. Postage
PAID
Pottstown, PA
Permit No. 95

CHANGE SERVICE REQUESTED

P.O. Box 334
Pottstown, PA
19464-0334

GET IT ONLINE 422BIZMAG.COM

PREMIER PAYROLL SERVICES

Delivering Dependable, Affordable Payroll and Human Capital Management Services Through a Global Pandemic and Beyond

By Kathy Hunt

In these uncertain times, business owners can remain certain of one thing — whether grappling with a crippling storm or a global pandemic - your employees still expect to be paid. For those unexpected events as well as regular day-to-day business, Premier Payroll Services, Inc. delivers dependable, affordable payroll and human capital management (HCM) services. Founded in 2000 by certified public accountant (CPA) and Widener University grad William D. March and his wife Dianne March, who holds an MBA from Temple University, the Royersford-based company emphasizes outstanding customer service and accurate, efficient and customizable payroll options.

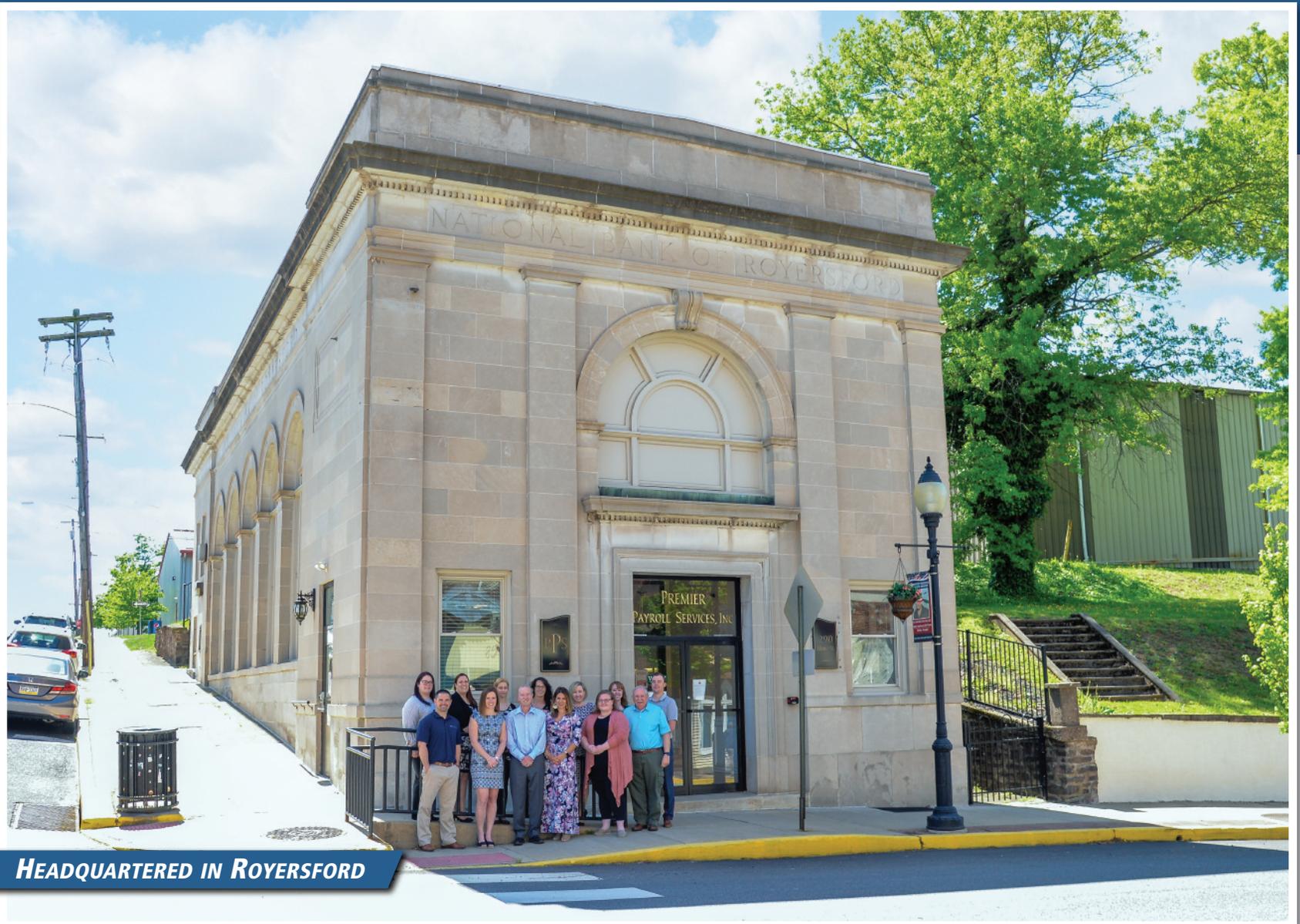
“Our goal has always been to help small businesses,” said Sarah Coveney, CPA and president of Premier Payroll. “Our staff is always willing to go that extra mile to help clients and give them the extra attention that they need. Sometimes the larger providers don’t have the resources to give this extra attention, but we do,” she said. An alumnus of Lehigh University, Sarah has worked at Premier since 2007. She is the daughter of William and Dianne March.



SARAH COVENEY AND

WILLIAM D. MARCH

PHOTOS BY STYLISH IMAGES



HEADQUARTERED IN ROYERSFORD

Staying on top of payroll—and clients' concerns—during Covid-19

Never was there a time that clients needed this additional attention and assistance more than during the coronavirus pandemic. Because Premier's staff stays on top of changing laws and available resources, they could support and guide over 1,000 customers through this confusing and uncertain period. When the region went into lockdown, 13 of Premier's 15 staff members were able to work from home. Sarah and another employee continued to report to the headquarters in Royersford, because, as she pointed out, some companies still issue physical paychecks. As a result, she and her colleague processed, printed and mailed payroll checks on site, just as they always had. She added that the configuration for physical checks would have been too complicated to carry out remotely.

As one might expect during an unprecedented period, Premier was inundated with calls from concerned clients. To aid and educate their customers on government relief and tax credits stemming from Covid-19 legislation, Premier set up several lines of communication. Using the online marketing and messaging tool Constant Contact, the company sent out email messages that explained different tax programs, tax credits, unemployment benefits, Payroll Protection Program (PPP) loans, and Families First

Coronavirus Response Act (FFCRA). A Small Business Administration (SBA)-backed, forgivable loan, PPP enabled small businesses to keep their workers employed and paid during the coronavirus pandemic. With FFCRA businesses could receive tax credits for paying employees who had contracted Covid-19. Premier's emails included the paperwork for these loans and offered guidance and resources to those that needed it.

Premier also gave webinars that delved further into tax programs, PPP loans, FFCRA and other relief benefits. The company likewise hosted separate monthly human resource calls to discuss Covid-related issues, and had open networking calls with multiple clients, so that they all could share, work through, and calm their concerns. For those small businesses in need of a payroll loan, Premier connected them with local banks that were participating in the PPP program.

Clients could easily reach Premier's staff, and have their questions and problems quickly addressed. Instead of entrusting phone communications to an answering service or automated messaging system, the staff provided prompt, live responses to phone calls. Keeping Premier's clients informed and in business were top priorities.

"Because the government relief was payroll-related, we had to dig in and figure everything out for our clients," Sarah said. "We wanted to be the solution for our clients, to help them get through this and give them hope that they were going to get through it, and we did our best to sift through all of the changes that kept coming out and make the process as user friendly as possible on their end. We're in the payroll business. You're in your business. We want you to be able to focus on your area of expertise and not be forced to be an expert on payroll, too. That's what you're paying us for. We're the ones who are the payroll experts," she said.

In addition to assisting clients, Premier helped its staff navigate the myriad of regulations resulting from this tumultuous time. After researching and reading through Covid-19 relief articles, newsletters, and websites for the Internal Revenue Service (IRS), SBA and others, Sarah set up a whiteboard and held virtual classes for the staff to familiarize them with the different programs. She noted that the staff has been incredibly resilient throughout the entire pandemic and credited them for the company's success in delivering uninterrupted service to their clients.

"Our people have been so great," she said.

Continued on page 8)

COVER STORY

(Continued from page 7)

Payroll and beyond with Premier Payroll Services and isolved's HCM software

An invaluable tool that enables Premier Payroll Services to stay on top of the pandemic and everyday financial regulations is isolved's award-winning human capital management (HCM) software. One of today's fastest growing HCM software systems, isolved is used by more than 145,000 employers, including Premier, to manage payroll and human resources.

To keep its clients and, subsequently, their client's clients abreast of various rulings and pandemic assistance, isolved has issued summaries that explain how to run specific reports. It has created an online Affordable Care Act (ACA) resource center where employers can learn about reporting requirements and how to be compliant with the ACA. Additionally, it has set up a Covid-19 Toolkit with up-to-date information on the coronavirus, FFCRA, and how to bring employees back to work safely. The kit likewise contains forms for FFCRA's emergency paid sick leave and paid expanded family and medical leave, and self-quarantine travel acknowledgment. All of the information is reviewed by Premier Payroll and shared with its clients.

These additional resources are an added bonus to the software's flexibility. isolved's cloud-based system has allowed Premier Payroll to provide uninterrupted access to payroll and HCM service to its clients before, during, and after this global crisis.



With isolved's secure, cloud-based system, Premier has ceaselessly tendered such essential payroll services as quarterly tax returns, garnishments, electronic tracking of vacation and sick days, direct deposit, general ledger import, custom reporting and administration of 401K plans. Especially handy during quarantines and lockdown, its Employee Self Service module has afforded 24-hour, online access to personnel information, time off accruals, pay stubs and more. To ensure that personal data remained safe, isolved has a multi-factor authentication software in place.

Yet, payroll is not the only service that Premier Payroll offered during, and before, the pandemic. With isolved's Time & Attendance function, Premier can easily manage employee time and attendance. After being approved, an employee's hours automatically move into a time entry grid. Time-tracking takes place in one space without anyone re-entering, importing and exporting data.

The Time & Attendance module contains labor allocation, monitoring of breaks, meals and overtime, and calculation and management of overtime and paid time off, all of which is based upon a company's specific rules. It even has mobile punch GPS data, which shows an employee's location when clocking in and out at work. Time & Attendance increases the speed and accuracy of payroll calculations and reportedly reduces labor costs by up to five percent.

Along with Time & Attendance, Premier possesses a Human Resources Information System (HRIS) that is fully integrated with payroll. The HRIS simplifies the monitoring of personnel data, including certification and training status, performance reviews, and contact information. It supplies document management and organizes such documents as incident reports and disciplinary actions. It allows employees to access their payroll information, make changes to their withholdings, and update their personal details, further saving time and reducing workloads.

Yet another software feature that encourages efficiency and employee self-service is Benefits Enrollment. Here employees can access their current benefits, compare past benefits, and go through a step-by-step selection process. They can receive email alerts about enrollment deadlines, meetings and more. The benefits module has integrated ACA reporting, which eases the completion of 1095 forms at the end of the year.

“We want you to be able to focus on your area of expertise and not be forced to be an expert on payroll, too.”



What sets Premier apart from the competition

Versatile, award-winning software means nothing to clients if they don't also receive timely and trustworthy support from their payroll provider. Those working with Premier Payroll know to expect exemplary customer service. It's an area in which the company prides itself.

“Businesses know that we quickly respond to any question or concern,” Sarah said. “That's been a game changer for us, making sure that our level of customer service is exceptional by being responsive and thorough.”



And, if we don't have the answer, we always have someone to refer clients to. We've been in business for more than 20 years, and we have developed strong alliances in the community. We can connect our customers to specialists in retirement, health insurance, financial advising, human resources consulting and other areas of expertise. These are people whom we've worked with and have had good experiences with. More and more of our clients have been coming to us, asking for referrals for who to work with, or not, in other specialties," she said.

Premier's referrals to third parties are free. Furthermore, there is no commission fee. The absence of these fees exemplifies Premier's commitment to its clients and its straightforward, affordable business model.

To assist in answering questions and enhancing customer support, Premier Payroll has live email support. It does not use a ticketing system to answer messages and guarantees responses in a punctual manner. Continuing with that personal and personable approach, Premier provides live phone support Monday through Thursday from 8:30 AM to 4:30 PM. On Friday Premier staff members answer calls from 8:30 AM to 1:30 PM. Sarah pointed out that by Friday everyone has been paid and, if everything has gone smoothly, it will be a quiet day with few, if any, calls.

Things do tend to go seamlessly with Premier Payroll. The effortless execution of payroll is due, in part, to its

attentive customer support and partly to its customizable solutions.

"We find out what a client's needs are and tailor our services to meet those needs," Sarah explains. "We only want to provide what a client actually needs and we aren't going to try to sell them additional services that they won't use. We have a client with more than 400 employees and a client with one employee, and both of them will have different requisites. Our services are scalable to their needs," she said.

As an example of a customizable solution, Sarah pointed to a business that pays its employees for the number miles driven or cases completed. So that there is no confusion about why an employee received more or less than expected, Premier Payroll includes this information on each paycheck. That way, the employee can see and understand why the check is for a certain amount.

Customizable solutions are reflective of Premier Payroll's dedication to its customers. They also denote the company's investment in technology. Without it, payroll could not be tailored to meet the client's needs.

"With isolated, they're always making enhancements and developments to make things more efficient and customized to the client," Sarah said.

As indicated earlier, Premier Payroll offers guidance and outside resources to its clients. "We're not the kind of business where we want to get into all these different

lanes and offer a laundry list of services," Sarah said. "We want to stay in our lane of payroll and human capital management, but if people need retirement or health insurance services or want consultation on a specific issue, they come to us and we refer them to experienced, qualified people whom we've worked with."

Besides referrals, Premier Payroll guides its clients with its Constant Contact emails. A human resources consultant contributes to these messages, adding pertinent HR documents and keeping clients abreast of any changes.

Reliable live phone and email support. Customizable payroll solutions to meet each client's needs. Innovative, time-saving technology. Dependable guidance and resources. Premier Payroll Services delivers this and more while remaining accurate, affordable and flexible.

Premier Payroll Services is located at 290 Main Street in Royersford, PA. To learn more about its payroll and human capital management services, please call 610.917.2281 or email sales@premiernow.com. You can also visit www.premiernow.com.

