CASE STUDY

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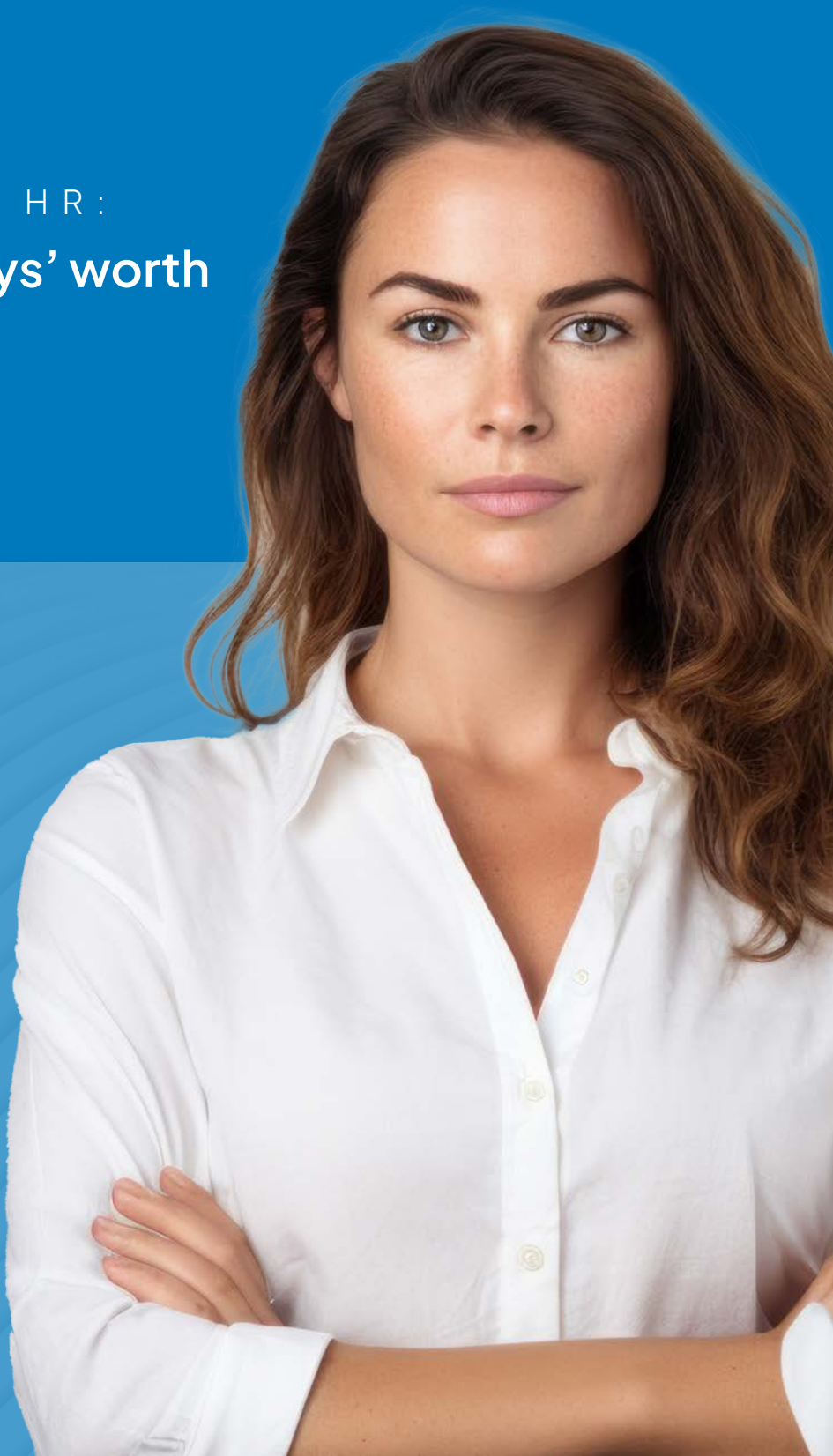
REVOLUTIONIZING HR:

VidaCann saves 2 days' worth of work every month with PeopleGuru™



Case study: VidaCann

You've outgrown QuickBooks and manual payroll processing – now what?

VidaCann's predecessor, Loop's Nursery, was established as a family business in 1949 and became a wholesale plant provider to supermarkets nationwide. When Florida legalized medical marijuana, VidaCann was born as the company pivoted to growing cannabis and distributing it through dispensaries across the state.

The transition from wholesale to retail meant the company now had more locations and more employees. VidaCann went from 80 employees in one location to close to 400 employees spread over a cultivation site, lab, and 26 dispensaries. The extra volume and complexity strained the company's payroll and HR processes.

"We were processing all our payroll internally through QuickBooks, and it is really not set up to handle that volume of employees," said Leighton Loop Miller, Senior Vice President of Finance. "It was taking a very long time and was labor intensive. We needed a new solution."

VidaCann wanted a system that could not only handle the increased payroll volume but also handle time and attendance, onboarding and offboarding, HR management, and reporting needs, as well as integrate with QuickBooks for accounting, all in a cannabis-friendly provider.



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Leighton Miller

PeopleGuru™ works well for cannabis clients that need stability for payroll

VidaCann™
Premium Cannabis Products

At a glance:

Industry: Cannabis
Region: Florida
Founded: 2016
Headquarters: Jacksonville, Florida
Number of States: 28
Number of Employees: 385
Customer since: 2020
Solution: PeopleGuru™ HCM

Highlights:

- 22% time savings per pay period with PeopleGuru™ HCM
- Easy-to-use, customizable reports
- Dedicated account executive for better customer service

peopleguru™

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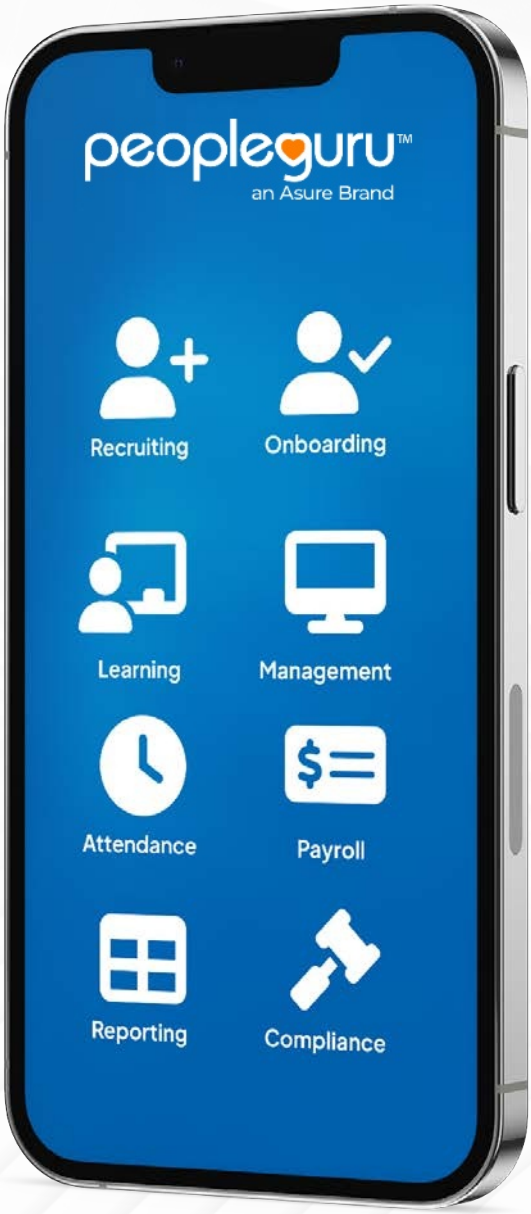
A highly configurable, easy-to-use HR suite with great customer service



Miller looked for potential solutions and found few cannabis-friendly providers could handle the payroll volume VidaCann needed. She scheduled demos with a short list of three.

"We really liked the reporting that came with PeopleGuru™" Miller said. "And their digital onboarding was very streamlined compared to the other two."

PeopleGuru™'s ability to tailor the solution to meet their needs was important to VidaCann, as each department has specific payroll, HR, and reporting needs. Cultivation employees have different breaks, vacation days, and holidays than dispensary employees, for example. In addition, each employee is tagged by physical location. PeopleGuru™ ™ could customize the software for different departments and locations with rules to allow them to function the way they needed.

PeopleGuru™ performed better than competitors in the demo, but the number one reason Miller chose PeopleGuru™ was reviews. Customers consistently praised PeopleGuru™'s ease of use and customer service. "Reviews of [competitors'] response times were not as great," she said. "They just didn't feel right."

PeopleGuru™ saves 18 hours each two-week pay period

Implementing PeopleGuru™ at VidaCann has drastically improved the payroll process. "It used to take two to three days every two weeks to get payroll completed," Miller said. "It was very stressful because we were on a strict timeline, and there was no time for anything to go wrong on payroll days."

PeopleGuru™ also saves onboarding and HR management time with its streamlined digital processes. VidaCann's HR manager no longer has to collect physical applications and manually get information into the system.

Miller estimates PeopleGuru™ saves VidaCann 18 hours every two-week pay period, a 22 percent time savings. "The amount of time it saves pays for itself," she said.

The time saved frees Miller and the HR staff for other essential tasks. "We're involved in a lot of day-to-day activities that aren't necessarily reflected in our titles," she said. "So having any extra time is great."

PeopleGuru™ employee portal also saves time through convenience and flexibility



Now that all VidaCann's HR data is in one place in PeopleGuru™, employees have a lot more flexibility in checking their data and making updates.

"All employees can check their pay stubs, get their tax information, update direct deposits, and request time off," Miller said. "They have a lot more access versus the old way, and they can do it on their phones whenever it's easier for them."

This convenience saves time for employees as well as their managers, who would have previously been the point of contact for these requests.

A dedicated account executive means better customer service

PeopleGuru™ HCM comes with a dedicated account executive for support. QuickBooks had just provided a 1–800 number and the other providers Miller evaluated offered a pooled support team for customer service.

VidaCann's account executive "knows exactly how everything is set up and understands how we operate and what we need to get done in the system to accomplish what we want," said Miller. "It makes everything get resolved a lot easier." Miller praised the continuity of support, noting VidaCann has had just two account executives in three and a half years. And that was only because the first one was promoted. When asked if having a dedicated support person gave VidaCann better service, she replied, "All the time."

Easy-to-use built-in and customized reports streamline processes

Miller appreciates PeopleGuru™'s reporting capabilities, both built-in and custom. "It's very easy to build reports, but even for the specialized ones we need for end-of-year audits, I send PeopleGuru™ what I need it to look like, and they generate it for us," she said. "Once they're built, they're saved forever, so we can go back and re-run them or make adjustments."

PeopleGuru™ support team:

Dedicated Account Executive
Supported by Subject Matter Experts

Experienced, Credentialed
(PHR, CPP) Tenured Support Team

Best-in-class client support ratios

Published Service Level Agreements



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