



### THE COMPANY

Aspen Public Radio (an affiliate of NPR) is a nationally recognized, non-profit organization serving the Aspen, Colorado area. The organization serves several communities in western Colorado and aims to provide “informative, entertaining, and educational radio and digital programming in a reliable and professional manner” to its audience.

### THE BUSINESS CHALLENGE

As a non-profit group with less than 10 employees, time and resources are at a premium for Aspen Public Radio. Executive director Breeze Richardson wears many hats, including that of HR administrator, and cites several reoccurring pain points experienced in her past PEO partnership with ADP: extended hold times, hour-long support calls, constant transfers between departments, navigating the PEO’s challenging multi-layered online portal system, and heavy turnover at the PEO company itself.

“The infrastructure just wasn’t conducive to a small, non-profit organization,” says Richardson. There were unique administrative challenges she hoped to solve with the help of ADP, but was unable to navigate the hurdles of their service model. Over time, this resulted in many wasted labor hours for the Aspen Public Radio team.

Richardson believed she could find a PEO solution that would be a better fit for her business and its employees. And that’s when she got a call...

## THE SOLUTION

Richardson was primed to make a change when a FrankCrum representative reached out to her. She was soon convinced that FrankCrum could not only solve some of her unique administrative challenges but would also keep her out of an endless support queue. Instead, Richardson would work with a dedicated and accessible payroll coordinator.

From the start of implementation with FrankCrum to the present day, the difference in quality of service and value compared to ADP is apparent to Richardson. For example, Richardson had been spending a lot of time manually tracking and reporting PTO for Aspen Public Radio employees. Because of the complexities of a 24/7/365 industry with on-call schedules and events outside normal business hours, tracking PTO was a manual burden unsolved by the previous PEO.

With FrankCrum, Richardson was able to work with her dedicated payroll coordinator to solve the issue, at last. Now, she simply calls to reconcile PTO every month and her employees can view their up-to-date PTO directly in the intuitive FrankCrum online portal: MyFrankCrum.

Says Richardson about the flexibility offered by FrankCrum, “I just don’t think any old company would be accommodating of that...yet we have seamlessly done it for a year now.”

## THE RESULTS

Fast forward a year into Aspen Public Radio’s relationship with FrankCrum, and Richardson no longer dreads calling her PEO provider for help. “[It’s] like how a colleague would talk with you,” she says about her frequent calls with FrankCrum team members, such as her payroll coordinator and account manager. “I’m really reliant on the team at FrankCrum to meet my employees’ needs.”

With FrankCrum’s personable one-on-one service and an HR solution customized to fit the unique needs of the small, non-profit organization, wasted time isn’t a part of the PEO experience anymore. The HR process has undeniably improved for both Richardson and her employees. By implementing the MyFrankCrum online portal, Aspen Public Radio employees can quickly and efficiently check their PTO and understand their benefits, at a glance, and personal support is always just a phone call away.

With the FrankCrum team supporting her and a winning HR platform for her employees, Richardson says her needs are met, and she can confidently look to the future. “Now for me, it’s about expanding...but I know that’s not going to be hard; I just need to turn to FrankCrum.”

***“As an employer who’s attempting to be a really good nonprofit leader, not just for my staff while they’re here, but to give them the tools and resources and the kinds of expectations they should have from payroll and benefit services in future jobs, I really just feel like the team at FrankCrum is there to help because they care about growing knowledgeable employees, too.”***