



"Your Time is Our Business"

# Client *Success* Story:

## Harte-Hanks / PennySaver

*Time Change: How One Company Improves Employee Time and Attendance Tracking*



***“We have to track complex employee pay rules, especially at the Southern California facility, involving compensation levels, premiums and shift differentials. Also, we have to contend with the strict California Lunch/Meal Break Laws that penalize us if not followed closely. IntegrTime easily set up this process for us.”***

Eva Bogart, Senior Payroll Processor  
PennySaverUSA-Harte-Hanks Shoppers



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### Overview:

When a publishing company used an outdated WinSTAR employee time tracking software package, it faced challenges. It was difficult to navigate through screens and the payroll department went through many steps to prepare bi-weekly payroll. The company was also concerned with employee "buddy punching". IntegrTime Solutions, Inc. implemented a new Web-based technology using Attendance Enterprise. Now, the company streamlines time and attendance processing with detailed reporting, biometric data collection devices and a flexible rules engine that automatically calculates departmental transfers, shift pay, and other pay rules for over 1,000 employees throughout 6 locations in two states.

### About Harte-Hanks:

Harte-Hanks Shoppers is North America's largest owner, operator and distributor of shopper publications, with shoppers that are zoned into more than 1,000 separate editions with approximately 13 million circulations each week in California and Florida. PennySaverUSA.com, the Web site of Harte-Hanks Shoppers, displays the ads published in the print versions of the PennySaverUSA.com and TheFlyer.com publications.

*"In an instant, our supervisors see simple gauges that show a quick snapshot of tardies, no shows and other attendance incident indicators- with problem areas flagged in red. Real-time attendance information lets the company respond quickly to any issues in a timely fashion, and take corrective action with the employee when needed."*

Eva Bogart, Senior Payroll Processor  
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### Past Challenges:

In past years, Harte-Hanks Corporate Offices collected hourly employee time and attendance data with a software system that tracked employee start/end times using badge readers located throughout their printing and sales facilities. The system tracked over 1000 operations and sales employees working in 6 facilities in California and Florida.

Over time, the company ran into several challenges with the previous WinSTAR time tracking software. Harte-Hanks Shoppers was limited in that the outdated package necessitated time-consuming, double data entry and data export to prepare bi-weekly payroll. Nor did the software offer an easy-to-use web-enabled interface.

### Accuracy Concerns:

The past methods were not only time-intensive for payroll staff -- accuracy was also a concern. If an employee misplaced a badge, or if there were instances of "buddy punching" where one employee recorded start/end times for another, it had the potential to throw departmental labor costs out of line.





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To address these issues, Harte-Hanks Shoppers payroll and accounting staff turned to IntegrTime Solutions, Inc. (Palmdale, CA) Time & Labor Management Industry professionals who had been helping the company support their outdated WinSTAR system throughout the years.

IntegrTime suggested switching to a web-based Time & Labor Management System that automates complex pay rules to ensure accuracy and streamline the payroll process.

Given that IntegrTime was familiar with Harte-Hanks Shoppers's unique pay rules and employee environment, they quickly implemented the new solution – Attendance Enterprise- with features such as an intuitive user interface, flexible pay rules, employee scheduling, web access for employees and managers, and extensive reporting and analysis capabilities.

### **Seamless Transition:**

Harte-Hanks Shoppers needed no special software, hardware or custom programming to achieve the functionality required in time reporting. IntegrTime got the company up and running quickly via the intuitive employee interface. Notes Luz Evio, Harte-Hanks Shoppers' Director of Accounting, "The IntegrTime team really took care of us during the implementation, especially when configuring the system to interface with our payroll provider, ADP."

Adds Eva Bogart, the company's Senior Payroll Processor, "We have to track complex employee pay rules, especially at the Southern California facility, involving compensation levels, premiums, and shift differentials. IntegrTime easily set up this process for us."



### **New Methods:**

Operations and sales employees start their shift by checking in at a hand reader. This biometric device eliminates "buddy punching" and accurately verifies employees' identities while protecting their privacy. The system automatically polls 12 biometric data collection devices throughout the two states, and up-to-the-minute data is available at the company's administrative office in Brea, showing accumulated hours, overtime and regular rates, and data for those employees performing multiple roles (commercial or private ad sales, for instance) or in different departments that in the past were difficult to track manually.

### **Useful Reports:**

The company gained complete flexibility in reporting. Supervisors and payroll personnel have the ability to customize any report to give them greater insight into labor trends.



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A particularly useful report is the Punch Audit Report, which easily summarizes any employee behavior patterns to supervisors. Notes Eva Bogart, "The audit trail is especially useful to us when we undergo an internal or external audit. All employee time and labor data is at the ready, with just a click or two. This saves us from having to wade through printed reports and cards." The system provides a clear audit trail, showing in detail any edits to a time card made by supervisors, edit history, and other audit information.

### Real-Time Snapshot:

Harte-Hanks Shoppers has also benefited from "graphical dashboards" which display up-to-the-minute period totals, overtime, vacation balances and other key metrics. Notes Bogart, "Our time keepers quickly review the dashboard each day and take care of any prior day missed punches or questions. With a click, they are directly viewing the appropriate employee card and take the appropriate corrective action. Before, we had to wait until the end of the pay period to solve such issues."

In an instant, supervisors see simple gauges that show a quick snapshot of payroll, tardies, no shows and other performance indicators – with problem areas flagged in red. This real-time employee information lets the company respond quickly to any issues in a timely fashion, and take action where needed.

### No More Buddy Punching:

"With the biometric hand readers, we avoid buddy punching fraud and provide up-to-the-minute time and labor data throughout the 12 locations", says Bogart.

### CONCLUSION- Saving more than a Penny:

Working with IntegrTime, the Harte-Hanks Shoppers payroll department gets back to being productive. Less time is spent scheduling and correcting time card errors. As Bogart explains, "Assembling payroll every other week takes far less steps than before. Our supervisors and department heads are saving time as well, so they can do other things besides tracking down missed punches or correcting errors."



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