

# A Paycard Case Study

We Make Paycards Easy



## Company profile for True Blue/Labor Ready

- Staffing company specializing in blue-collar labor
- 350,000 employees
- 600 locations
- Operates in all 50 states, Canada and Puerto Rico
- 3.8 million checks plus 1.3 million cash payouts

True Blue is one of North America's leading staffing companies and the largest supplier of blue-collar labor to businesses, government agencies, and other organizations. True Blue has been named three times to the Forbes annual list of 100 "Most Trustworthy Companies."

“The continued support from Global Cash Card has been fantastic, and it far exceeds anything that we would have expected.”

Lisa Harris,  
Controller of Accounting Operations  
True Blue Inc

## Situation

One of True Blue's key payroll initiatives was to provide their employees with a low cost alternative to check cashing. They also wanted to provide their employees the convenience of being paid electronically, and eliminate the situation of employees having to return to the branch each day to get paid. Additionally, they wanted to provide their employees the convenience of electronic paystubs regardless of the payment type that they selected, which allowed them to access their payroll information 24 hours a day.

## Implementation

After in-depth strategic planning with Global Cash Card's Field Support Team, the program rolled out via three simultaneous methods:

1. Over 45 webinar training calls were led by Global Cash Card with employees and key management staff
2. Paycard posters and marketing materials were created by Global Cash Card and distributed to approximately 600 branches
3. Cash back location sheets were created and customized for each location

In order to ensure that the program was implemented seamlessly the Field Support Team conducted weekly update phone calls. Additionally, the program was rolled out in waves so that it could be adjusted and modified for optimum effectiveness and ease of transition. Over a period of three months, a total of ten waves, comprised of over 600 locations, were completed. Each wave had webinar-based training and on-site support when needed.

## Results

In 2013, True Blue eliminated printing 4,895,300 paper checks as a result of the Global Cash Card paycard program. As of May 2014, over 400,000 paycards had been issued. The various branches reported back that the process was smooth and easy. After the rollout of the paycard program, True Blue's payroll is 75% electronic, with the majority of employees using paycards. In addition, requests for re-issued checks and stop payments have been dramatically reduced, and escheatment has been eliminated.

## Savings

By eliminating the printing of 4,895,300 checks, they save \$2.93\* per check, which equals \$14,343,229.

\*Print cost per check based on information from HYPERLINK "http://www.nacha.org/"www.nacha.org. The calculations performed to derive these values are based on industry averages for over numerous variables and are for information and directional guidance. Actual results may vary. Global Cash Card does not in any way warrant the savings results obtained using this calculation.

## Summary

True Blue needed to rollout a paycard program nationwide to 600 branch locations in a decentralized payroll situation, and Global Cash Card provided them the tools and resources necessary to accomplish that goal.

According to True Blue, Global Cash Card stood out in three main areas: (1) their unique approach to implementation services with their talented Field Support Team, (2) their customer service was beyond expectations and provided a very positive experience for the employees, and (3) their technology provided a real-time API interface between True Blue's and Global Cash Card's systems.

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