



Unlocking Greater Value from ADP Workforce Now

Challenge

Capitol Broadcasting Company had been using ADP Workforce Now for many years, primarily as a payroll system, while other HR processes remained manual or disconnected. As the organization expanded its use of the platform and centralized payroll across seven distinct businesses, the HR team identified opportunities to modernize legacy configuration, improve system connectivity, and make better use of existing functionality.

The need for additional expertise became especially clear as recurring 401(k) feed issues, payroll exceptions, and configuration dependencies required significant manual review. With a complex organizational structure and limited need for a full-time HRIS specialist, Capitol Broadcasting Company sought an experienced partner who could quickly assess the environment, address immediate priorities, and provide ongoing guidance as the team expanded its use of ADP Workforce Now.

Areas requiring additional attention included:

- Stabilizing 401(k) feeds and payroll processing
- Updating legacy system configuration
- Reducing manual payroll validation and troubleshooting
- Improving performance management workflows
- Strengthening data accuracy across seven business entities
- Expanding internal knowledge of ADP Workforce Now



About

Capitol Broadcasting Company (CBC) is a diversified media and entertainment company with roots dating back to 1937. What began with a single radio station has grown into a portfolio spanning television and radio broadcasting, professional sports, new media, and real estate. Headquartered in North Carolina, CBC has built a longstanding reputation for innovation while continuing to expand and diversify its businesses.



Industry

Media & Entertainment
Holding Company



Services Provided

HRIS Assessment & Optimization
Payroll and Benefits Configuration
Strategic Advisory & Training



Platform and Modules

ADP Workforce Now
All Modules

Key Takeaways

- Maximized HR Technology Investment
- Strengthened Payroll & 401(k) Operations
- Proactive HRIS Management
- Expanded Process Automation
- Internal Knowledge & Confidence

” ROCKCREST brought candid, unbiased guidance and helped us understand what would work, what would not, and how each decision could affect the rest of the system.

- Pamela Genske, VP of HR





Business Outcomes

ROCKCREST began by assessing Capitol Broadcasting Company's existing ADP Workforce Now environment and prioritizing the issues creating the greatest operational impact. The engagement focused first on stabilizing payroll and 401(k) processes, while also identifying legacy configuration and downstream dependencies that could affect benefits, deductions, reporting, and other HR processes.

As the foundation improved, ROCKCREST's consultant helped the HR team move from reactive issue resolution toward more proactive system management. Payroll exceptions became less frequent, internal staff gained stronger tools for validating configuration changes, and the organization was able to make greater use of performance management, reporting, and other existing functionality. ROCKCREST also provided hands-on guidance and knowledge transfer, helping the team better understand how changes within the platform could affect connected processes across the organization.

The stronger HRIS foundation has also supported broader business needs. Capitol Broadcasting Company has improved access to reliable workforce data, expanded executive visibility through reporting, streamlined performance-related processes, and more easily supported organizational changes, including the recent separation of a business unit. Most importantly, the HR team now has a dependable foundation from which to continue advancing strategic HR initiatives.



Stronger HRIS Foundation

Strengthened HR and payroll operations while creating a foundation for continued automation and strategic HR initiatives.

“ROCKCREST feels like a virtual member of the team. The support is practical, cost-effective, and grounded in a clear understanding of what the business needs.”

–Pamela Genske, VP of HR

RESULTS

- Stabilized payroll and 401(k) processing across seven business entities
- Reduced recurring payroll issues through proactive configuration management
- Improved data accuracy and workforce reporting
- Automated key performance management workflows
- Reduced manual validation and administrative effort
- Strengthened internal ADP Workforce Now knowledge and capabilities

