

# Success Story

## Rainbow Sandals



### Company Profile

The concept for Rainbow Sandals was born more than 35 years ago when founder Jay R. Longley, Jr. was walking along the beach and noticed a broken sandal lying in the sand. Recognizing that many sandals are not made to last, he set out to develop a sandal which would be superior in

quality, durability and comfort.

Rainbow Sandals are created by hand using specially formulated glue which keeps the layers together and straps in place. Various densities of sponge rubber with memory mold to the wearer's feet.

Rainbow Sandals, Inc. is located in San Clemente, California. Product offerings include many types of sandals as well as shoes and boots which are sold online, at department and specialty stores nationwide, at an original factory store in San Clemente, and at company-owned retail stores in New York City and Los Angeles.

**Chris Bevel | Human Resources Vice President, Rainbow Sandals, Inc.**



"APS met all of our goals with their integrated online payroll, HR, reporting and time & attendance solution. We are very happy with their customer support, and they have saved us thousands of dollars in fees."

### Challenges

With Rainbow Sandals, Inc. experiencing rapid growth, Human Resources Vice President Chris Bevel said the company wanted to create more structure within its Human Resources Department. "We have quadrupled in size and now have more than 60 employees," said Bevel. "As a company with an internal focus on superior quality of both product and people, we wanted to make sure our systems mirrored that focus."

Rainbow Sandals had been using a large, well-known national payroll company system, but was unhappy with the results. "They had poor customer service, and the costs continued to escalate," said Bevel. "We went 'paperless' in 2010, and it took them four months and multiple phone calls to get the cost of delivering the checks off our billing statement. The courier would show up with an envelope containing five pieces of paper that had no reports or vouchers included...we extracted the information directly off the system once we went paperless."

## Requirements

When management decided it was time to make a change, Bevel said that four primary goals were set for the selection of a new payroll company:

- It must be able to provide an integrated payroll, human resources, time & attendance solution with strong report generation and development capacity.
- It must be able to deliver reduced costs and significantly improved customer service.
- It must offer a solution that can utilize existing biometric clocks.
- It must provide an on-line system that allows for transparency with our employees and access from any location.

## Results

Rainbow Sandals converted to the APS online payroll, human resources and time & attendance system in January of 2011. "I had not heard of APS prior to my research for the new system selection, but we couldn't be more pleased with the change," said Bevel. "APS met all of our goals with their integrated online payroll, HR, reporting and time & attendance solution. We are very happy with their customer support, and they have saved us thousands of dollars in fees."

Bevel said APS technical support tested her company's existing biometric clocks for compatibility prior to starting the implementation. "APS demonstrated a willingness to work with what we had and an understanding of what we wanted to do from the beginning," said Bevel. "That attitude has continued long after implementation. Anytime I ask for something or want to try something different, they are up to the challenge."

With an enhanced online system, Bevel said employees are also more empowered. "They can see their clock-in times, demographics, PTO accruals, benefits and W-2s anytime they need to by accessing the system," said Bevel. "It gives them more control over their own information and improves personal accountability."

She said it has also been invaluable to have the option to run payroll from any location. "If I were to be impacted by a disaster such as a wildfire and couldn't get to the office, I can do payroll from home. In this day and age, companies must have a payroll system that can continue to be accessed and run irrespective of disasters and other unknowns."

Questions? Call or Click



855.945.7921 | [apspayroll.com](https://apspayroll.com)