



McDonald's Franchisee Sees Surge in Job Applicants by Promoting Tapcheck Benefits

McDonald's has been serving up burgers, fries, shakes and more for the last 65 years, earning its reputation as one of the most recognized brands in the world. Impressively, one in every eight Americans has been employed by a McDonald's restaurant.¹

TJ Wolf Inc owns and operates 16 of those McDonald's restaurants in the Ashland, Kentucky and Huntington, West Virginia areas. Their veteran Payroll Director, Becki Carpenter, believes the long-term dedication of their team reflects a well-managed organization that values employees and prioritizes their satisfaction.

Tapcheck's Intuitive Platform and Top-Tier Support Draws Business

TJ Wolf needed an edge in hiring after seeing quick-serve restaurant (QSR) competitors in their area attract applicants with an earned wage access (EWA) program, allowing employees to access a portion of their paycheck as needed between paydays.

Prior to being introduced to Tapcheck, the organization attempted implementing an EWA solution with a different party but was unsuccessful. Carpenter admits she was hesitant to try again, "When I'm processing payroll for over 900 employees on a bi-weekly basis, I need simple, I need easy, and I need user-friendly."

Carpenter sought a reputable and proven on-demand pay platform that easily integrated with Proliant and eRestaurant, their payroll and timekeeping systems. "We first learned about Tapcheck from another local owner/operator who had great success with the program," she tells us. Carpenter was won over by the platform's intuitive interface, strong support, and smooth implementation.

Tapcheck boasts an extensive integration portfolio, connecting with hundreds of payroll, time management, and point-of-sale systems through API or direct integrations, making it the most precise and easy-to-use financial wellness platform on the market and the EWA partner of choice for QSRs.


Becki Carpenter
Payroll Director

Quick facts

 **Company:** TJ Wolf Inc

 **Industry:** Quick-serve restaurants

 **Headquarters:** Huntington, WV

 **Employees:** 900

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Tapcheck is one of the easiest, most user-friendly platforms in payroll processing that I use in my expertise of work.

Becki Carpenter
Payroll Director

1. "Now Serving." McDonald's, <https://www.mcdonalds.com/us/en-us/now-serving>. Accessed Dec 2023.

Seamless Integration with Proliant Ensures Precise and Timely Pay for Workforce

“The Tapcheck team was live with us on launch day, answering all our questions, making sure there were no issues, and guaranteeing that the program ran successfully,” Carpenter notes. “The team’s ongoing support is above and beyond—we have always received 100% satisfactory service.”

Tapcheck maintains a white glove rollout experience for every client by providing dedicated account and onboarding managers. These primary resources craft tailored go-live strategies and offer end-to-end support to ensure each account’s success. They hold informative launch sessions for managers and administrators, supply ready-to-use announcement templates for texts and emails, and distribute printed and digital marketing materials to educate the workforce on how to register and use Tapcheck.

In addition to the support received, Carpenter was amazed by how seamlessly Tapcheck integrated with Proliant. Now, she spends just 15 minutes per pay period verifying deductions to guarantee her staff is paid accurately and on time.

Increased Employee Morale, Productivity, and Retention Linked to Strong Tapcheck Usage

Within six months of launching, Carpenter tells us, “Over 50% of our employees have registered with Tapcheck, and among those registered, 67% use the benefit every pay period.”

Tapcheck’s instant, low-cost, and reliable on-demand pay option has reduced shift call-offs by providing essential funds employees need to fuel their vehicles to make it to work. It has also served as a crucial lifeline for single parents living paycheck-to-paycheck, aiding with groceries and other necessary expenses.

Carpenter noted that when employees are taken care of, the organization sees an uptick in morale, productivity, and retention at the store-level. “The ability for our employees to access their pay between pay periods when they really need it and the Tapcheck process being super easy on my end, makes it a win-win.”

TJ Wolf has seen the most significant impact in their recruiting efforts. Tapcheck is currently promoted as the organization’s #1 employee benefit during the hiring process. This strategic move has provided the competitive edge they were looking for, resulting in a substantial spike in job applications.

About Tapcheck

Tapcheck is a financial wellness company offering a suite of benefits for employees, including an on-demand pay product, also known as earned wage access (EWA). Available at no cost to employers, Tapcheck enables employees to safely access a portion of their paycheck, for completed shifts, ahead of the next payday. Tapcheck’s seamless integrations with payroll and time and labor management platforms avoid disruptions to your current business processes and cash flow.

About TJ Wolf Inc

TJ Wolf Inc owns and operates 16 franchised McDonald’s restaurants in the Huntington, WV–Ashland, KY metropolitan area. They have been locally owned and operated for nearly five decades and have helped launch the careers of thousands of people within their community.

