



FIFTH THIRD BANK

HR and Payroll powered by Paycor

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Gerber Poultry Discovers the Right Technology and Expertise to Protect Their Business

1 CHALLENGE

Gerber Poultry, a Fifth Third Bank client for eight years, was using ADP to support their growing businesses' payroll needs. But after receiving multiple notices due to ADP's inability to properly file payroll taxes, Gerber needed a more reliable partner.

2 SOLUTION

While researching area businesses, Paycor's local sales representative, Max Colaner, discovered that Gerber Poultry was a Fifth Third Bank client. He contacted his Commercial Bank partner, Ted Walter, and Treasury Management Officer, Shanda Miller to learn more about the client and their business needs. After being introduced to Gerber's CFO and learning about their tax filing challenges, Max and his Fifth Third Bank partners knew Paycor could offer the right technology and expertise to support their business and keep them compliant.

Gerber saw value in Paycor's tax expertise and dedicated support team and made the switch from ADP. Plus, through a consultative sales process, Max worked to identify additional ways Gerber could benefit from solutions from both Paycor and Fifth Third; including bringing in his bank partners (Ted and Shanda) to deliver a 360-degree integration 401(k) solution with Empower.

3 RESULT

Value to the Client: Gerber now utilizes a complete, scalable HR and payroll solution that meets the needs of their growing business while having a customer support team to help ensure compliance at every turn.

Additional Benefits Include:

- Comprehensive HR and payroll solution to support their 600 employees through all stages of the employee lifecycle
- Learning Management tool that educates and engages employees while ensuring compliance
- Workforce Insights delivers real-time data to identify trends and make better business decisions

Value to the bankers: Fifth Third Bank provided more value to one of their top clients by referring a complete and reliable HR and payroll provider.

Additional Benefits Include:

- By referring a trusted partner, banker and treasury officer can earn direct commission up to 10% of first year revenue
- Joining Paycor's sales process allowed the banker to uncover another one bank opportunity with Gerber (401k)
- With more bank-sponsored solutions, Gerber is a committed Fifth Third customer
- Preferred pricing for Fifth Third Bank customers

4 Essentials a Bank Provides Their Business Customers



KEY LEARNINGS

- Stay up to date on your Paycor partners' email to uncover new opportunities
- Join your Paycor partner on client visits and invite them to attend your appointments
- Ask how your clients are managing their most valuable resource, their employees



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