

CUSTOMER SUCCESS STORY

Inside an Enterprise Field Program Overhaul

How a global consumer brand replaced spreadsheets and disconnected vendors with one connected system for its flexible field workforce.

A global consumer enterprise brand runs a retail field program that puts flexible talent into thousands of stores nationwide. Diane Padilla led the effort to replace its patchwork of vendors, spreadsheets, and manual processes with one system built for a flexible workforce.

**Diane Padilla**

Former AVP, Global
Consumer Enterprise
Brand

THE CHALLENGE

A growing program held together by workarounds

For more than a decade, the program ran through the same payroll vendor, and nearly everything else ran on Excel. Budgets, schedules, and timesheets were tracked brand by brand and manager by manager, with schedules sent by email and text.

As the program grew, the cracks spread. Workers filled out timesheets from memory, location numbers didn't match across systems, and a compliance audit found that time spent on state-mandated trainings wasn't recorded or paid accurately.

“Not one thing was broken—just systems and the gaps that were there.”

Diane Padilla

THE SOLUTION

One platform, chosen with the people who use it

After scoring HR systems, scheduling tools, staffing and EOR providers, and payroll providers against clear targets, the team chose AllWork and launched on Oct. 1, 2023.

**Budget-aware scheduling**

Scheduling is tied to budget in real time, so managers see where they stand before they book a shift.

**One login for everything**

Onboarding, scheduling, time, payroll, and reporting live in one platform. “You go in. Everything is right there for you.”

**Training in the field**

Product one-pagers go out through the app, so reps can read up right after clocking in. “This was on-the-spot training.”

**GPS-verified time**

Workers clock in and out on the mobile app, with location captured only at those moments, so they're paid for all the time they work.

**Faster onboarding**

Onboarding was redesigned during the pilot to cut paperwork, so new talent could reach the sales floor quickly.

**Users at the table**

Field managers and account executives helped evaluate the platform and shape its scheduling tools. “They became advocates.”

THE ROLLOUT

Pilot first, then scale

Instead of switching everyone at once, the team ran a three-month pilot with managers who were quick to adopt new tools and some who were technology-shy. Feedback from managers and talent shaped the scheduling tools and how GPS verification was explained to workers.

The pilot hit its targets, and those managers became advocates for every region that followed. A phased launch then went live ahead of the Q4 retail peak.

“We got a true partner when we came to AllWork. They were building along with us.”

Diane Padilla

THE RESULTS

What changed

60%

less manager time spent on admin, freeing managers to spend more time in stores

99%

reporting accuracy, with performance visible by worker, location, and program

Audit-ready

training and compliance records, complete and logged

More sales

without additional spending, plus labor savings from accurate time and attendance

LOOKING AHEAD

A platform that keeps improving

Two years on, feedback from the field keeps shaping the platform, with new features typically delivered in about 60 days. For Diane, that partnership is the point: A system succeeds when corporate teams, the software, and the people using it every day are all part of the process.



“

We didn't settle for good enough. We really looked for a purpose-built solution that was fully integrated, with one place to go.

Diane Padilla

Former AVP, Global Consumer Enterprise Brand