



Customer Story: Ralph's Radio Ltd.

*Growing their business and serving their team
with Analytics insights*

November 2021



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Overview:

Client:Ralph's Radio Ltd.

Location(s):Vancouver, BC and Victoria, BC

of Employees:24

Payworks Solutions:Payroll (since 2015), Employee Self Service (since 2015), Workforce Analytics (since 2020), Global Report Writer (since 2020)

Customer Story: Ralph's Radio Ltd.

The Client

Since 1949, Ralph's Radio has served the Lower Mainland by selling and installing audio equipment in vehicles, boats and more.

They expanded to Vancouver Island in 1985 and have consistently grown their reach and diversified their offering; as a result, they now complete over 5,000 installations each year in addition to offering a broad range of cellular, satellite and specialized communications products.



The Challenge

Upon his brother's retirement from their family-owned business, Ralph's Radio President Tim Rurak was intrigued to learn more about accounting within the organization – and more specifically, the opportunities available within their already-successful partnership with Payworks.

"Everyone I've talked to at Payworks has always been excellent – service, training, all of it. Everyone has been very friendly and accommodating, and always helpful. And when I reached out to learn more about what we could do with our data, I had that same experience," explains Tim.

"I'm a data-driven guy, and initially became interested in Analytics to understand more about the connections between our company's various line items," he goes on to say. "It's important for all business owners to be able to analyze our costs and determine where we're making money, and where new opportunities lie! Sometimes you get into the habit of thinking 'well, this is how we do things'... but we should all be open to considering '...but what if we tried them this way too?' I wanted to make sure I was making strategic, fact-based decisions."

Ralph's Radio credits their decades of success to how they treat people – both their clients and their own staff (some of who have worked for the organization for over 30 years!). As they say: "We consider our employees more like family. We treat them with dignity and respect, and inspire them to think outside the box."



Not only does Payworks give me data that I can look at quickly; it helps me look after our people. Our employees are our strength, and are everything to us. I can't overstate the importance of Payworks for that side of things.

Customer Story: Ralph's Radio Ltd.

Not only could more business intelligence benefit the bottom line; it could also help Ralph's Radio to be a better employer to a more engaged team of employees – a key consideration in the organization's decision to add Analytics to their Payworks service offering.



If you're using Payworks' Payroll, you've got to have Payroll and Analytics together. Otherwise, you're not taking full advantage of the information you've already got on-hand to run your business.

The Solution

Since 2020, Payworks Workforce Analytics has empowered Ralph's Radio to identify previously hidden – and potentially lucrative – opportunities to improve their operations. Analytics plays a critical role for them not only in developing but also in adjusting their business strategy as they continue to examine ever-evolving data and gain new intelligence about their organization.

- Each quarter, Ralph's Radio runs the company's payroll history against project invoices, sales records and more (“in just minutes”) to identify their top-performing staff and client accounts. Analytics allows team members to contribute to the growth of the business more strategically, as they aren't spending their days generating reports. This reporting has also illuminated unexpected opportunities to invest in training, adjust rates and more, which Tim reports “is already improving our business and our profitability.”
- Analytics is also allowing for better alignment between the operations of Ralph's Radio's two locations – not only in product pricing, but also in travel costs for serving clients outside of the Lower Mainland and across Vancouver Island. “We've set up the flat rate we pay our technicians for travelling as its own payroll element,” shares Tim. “In Analytics, we can quickly pull this information against project histories to determine how much we're spending to send our technicians out on the road – and have adjusted our rates accordingly.”
- Analytics also plays a key role in connecting various roles within the business to each other. Instead of each team member being siloed within their defined role, Analytics allows each person to understand the business as a whole on a data-based and strategic level, rather than being lost in the weeds of their own day-to-day routines. “I had my managers coming to me asking who we're getting to do our reports, and I've told them I

Customer Story: Ralph's Radio Ltd.

could teach them how to do it; Cindy from Payworks taught me how to do it in less than five minutes,” recalls Tim. “Now we’re referring to the reports all the time – everyone with access to the data is engaged and looking for these new opportunities as well.”

- The COVID-19 pandemic impacted every business in one way or another, but for Ralph's Radio staff whose compensation includes commissions, any decrease in work hit their personal bottom line. Tim and his managers used Analytics year-to-date comparisons to determine who was feeling this pinch the hardest and subsequently offer support. “Analytics allowed us to be proactive in reaching out to our staff, and everyone was so appreciative that we did,” says Tim. “Not only does Payworks give me data that I can look at quickly; it helps me look after our people. Our employees are our strength, and are everything to us. I can't overstate the importance of Payworks for that side of things.”

“It's almost like, without Payworks, I'd be lost. I don't know how we would do this,” Tim says. “If you're using Payworks' Payroll, you've got to have Payroll and Analytics together. Otherwise, you're not taking full advantage of the information you've already got on-hand to run your business.”

“Analytics helped us to start seeing new opportunities for our team and our business, and Payworks makes it so easy and intuitive. I just love it.”



Payworks 