Payroll Distinctions

Heartland Distinctions are the foundation of everything we do; the competitive differences of Heartland's services. When understood and positioned appropriately, they transform our services from a commodity to a solution, maximizing margin and retention. While some of these distinctions are not exclusive to Heartland, we are the only processor that offers all of these benefits to our merchants with the utmost integrity, regardless of their size.

HOP DISTINCTIONS

Relationship Management

Heartland's sales channel operates uniquely in the payroll industry compared to most of our competitors. We strive for long-term client relationships due to our compensation model, which is weighted heavily on the retention of our client base. Much like a CPA, Financial Advisor, or Insurance Agent, our success is dependent on long lasting relationships. Most business owners are familiar with payroll salespeople who sign up their account with little and even poor response after the initial sale. Additionally, many of competitors have several sales divisions that will prospect within the current client base at an aggressive rate, which leads to many interruptions and appointments from other sales divisions that aren't familiar with their account or needs. Heartland's "Relationship Management" approach controls additional sales contact to introduce ancillary services from Heartland. This results in a high level of customer care, and protects the client from unwanted solicitations, ultimately giving the business owner peace of mind without distraction.

Single Point of Contact (SPOC) Service Model

Our clients are assigned to a personal service representative for the best in client care, who will serve as their point person for all service related needs. Our clients are given the direct extension and email address of their SPOC so they'll never experience a confusing phone menu or wait time to access support. Additionally, our local SPA or Relationship Manager, who is compensated for retention, will provide onsite assistance if needed to ensure our clients are receiving the service they deserve.

Customizable, User-Friendly, Web-Based Payroll

Heartland's proprietary web based payroll service was designed to operate like a "plug and play" service so our clients benefit from a logical and smart payroll solution, that is easy to navigate. Each account is customized to accommodate the specific needs of each client, supporting them in their present stage while providing flexibility for future enhancements as the need arises. Heartland Ovation Payroll has a robust suite of inclusive services, and has the ability to integrate with other solutions to improve other areas of payroll/HR management.

Simple Pricing - "No Nickel & Diming"

Heartland provides a simple pricing structure for our payroll and HR services. Unlike many service providers, Heartland provides clear payroll pricing covering our all inclusive service offerings. Our invoices match our agreements, and there are no hidden or surprise fees for extra attention or customization that our clients may need.



3 Year Price Lock

Many businesses have experienced frustrating price increases from payroll companies once or twice per year. These regular increases defeat the purpose of the originally agreed upon price, and results in more lost time and money. Heartland values strong relationships with clients and is the only payroll provider that offers a 3 year price lock, that's written in our agreement, which allows our clients to focus on revenue generating areas of the business, rather than monitoring payroll invoices.

HOP PLUS DISTINCTIONS

HRIS System Integration

Heartland's HR service offering includes a Human Resource Information System that supports our client's HR infrastructure, which also integrates and enhances our payroll service. Typically HR support and HRIS technology can be too expensive and/or complicated for many businesses to use effectively. Our HRIS system is designed to allow customization in order to fit the needs of each individual client, at an affordable price that is trend-setting the industry.

HR Infrastructure

Many businesses utilize several providers for HR infrastructure, which can be costly and inefficient. Heartland provides a single source solution to either begin a foundation for HR infrastructure, or support and enhance what is already in place for our a business. Our clients will have access to current labor laws, job descriptions, policies, and a database of guides related to hiring, termination, performance reviews, etc. Additionally, we'll customize a handbook, or update anything you currently have in place. Like our payroll service, our clients benefit from a single point of contact to support the HR component of the service, and are there to help guide our clients based on their needs.

Personal HR Support

Human resources consultation and/or hiring an employee to handle human resources can be unaffordable, and often times won't cover the spectrum of needs related to HR. Heartland meets this need by providing our clients access to SHRM (Society of Human Resource Management) certified HR professionals that are available for guidance on HR issues, state specific and industry related labor law questions/needs, and customization of documents. Additionally, this personalized support can be utilized to review policies and existing handbooks as frequently as needed.

ADDITIONAL HEARTLAND DISTINCTIONS

NRA, Association Endorsements & Affinity Partners

Heartland is exclusively endorsed for Payment, Payroll and Marketing Services by the National Restaurant Association, one of the nation's largest business associations. In addition, more than 250 national & state business associations recommend or endorse Heartland's various offerings because they recognize our value and our honest treatment of our customers.

