



# ADP creates the right payroll blend for innocent Drinks



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## Introduction

Innocent Drinks was founded in 1999 by Richard Reed, Adam Balon and Jon Wright, who came up with the idea of bottled smoothies that contain nothing but fresh fruit while on a skiing holiday and started testing their concept at a music festival. Now, 13 years later, innocent is the number one smoothie brand in the UK. The range has expanded to include smoothies, juices and vegetable pots with products available in 15 different countries. It employs 250 staff, most of whom are based in its London head office, more affectionately known as 'Fruit Towers'.



## The Challenge

Right from its humble beginnings, innocent has followed the philosophy of outsourcing the elements of the business that are not core and which someone else can do better. One of these is payroll. Natasha Humphreys, innocent's Payroll and Benefits Specialist says, "We outsourced payroll to make sure people were paid correctly but this was not always happening. We have some great people working at innocent, and the payroll has to be right to keep it that way."

innocent sought a partner that was an established and trusted provider in the marketplace, and one that could reliably manage the company's payroll.

## The Solution

Following a thorough tendering process innocent chose ADP freedom to manage the payroll function of the company. Natasha adds, "ADP freedom is a widely used solution and ADP a reputable provider. The level of service they provide was a major factor in the decision and they could prove that they could manage the payroll to the high standards that we were looking for."

ADP's dedicated account team ensured that the transition ran smoothly, as Natasha comments, "Setting up the web-based system was made easy by the ADP consultants. They were on hand to answer any questions that we had and their extensive knowledge of the account and their products made them a good team to work with."



## The Outcome



innocent feels that the initial objectives of the outsourcing have been delivered. Natasha says, "ADP has proved that ADP freedom is a reliable solution for our payroll needs. We can trust them to ensure that payroll is carried out on time and without the mistakes that we were seeing previously."

"A happy, motivated and engaged workforce is very important and all the people at innocent think it's a great place to work. However, if a company doesn't pay its staff on time or the right amount then all bets are off! That's why we decided to work with a trusted provider like ADP, as we simply can't get payroll wrong."

Outsourcing the payroll function of the business has meant that time can be freed for value-added activities, as Natasha comments, "The web-based system is live and constantly updated by ADP, eradicating the need for us to update or host any

software ourselves. Because of this we are able to access the reporting function with ease and efficiency."

innocent has formed a really good relationship with the Payroll Specialist at ADP, as Natasha adds, "Our relationship with our ADP Payroll Specialist is fantastic and this means that the payroll process is made as seamless and efficient as possible."

"We liaise with ADP on a regular basis to ensure that the payroll is correct and any issues are flagged up straight away. With its detailed knowledge of payroll and the relevant legislation, the ADP account team is able to answer any questions that we have."

innocent is delighted with the level of service and the software which ADP provides. Natasha concludes: "ADP does the job and does it well. We couldn't ask for a more dependable payroll provider and we are looking to populate the system with our benefits data in the next year in order to streamline our processes further."





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