

# Charlie's Produce Supercharges Hiring with SmartRecruiters and Seamless ADP Integration

## SMARTRECRUITERS® TO ADP® CASE STUDY:

How a produce distribution company streamlined their hiring process and reduced manual data entry with a SmartRecruiters integration with ADP.

**"All in all, it was pretty easy. The integration only took a few weeks to set up, and the Flexspring team is amazing. They are always there to answer questions and even helped build our internal training slides. Real-time support from human beings and not AI chatbots is a huge plus. I absolutely recommend these HR data integration experts to other companies looking to save time and money."**

— Brandy Jesse, HR Director,  
Charlie's Produce

## Integration Challenge

With over 750 hires per year across six states, from Alaska to Arizona, Charlie's Produce needed to automate applicant data from their ATS into ADP Workforce Now, their HRIS.

The company's previous ATS provided an automatic data feed to ADP, but as new modules were added, the connection broke, forcing the HR team to manually enter new hire data into ADP. This was a tedious manual process, especially for their Seattle location, where up to 15 new hires were onboarded on any given Monday. After upgrading to SmartRecruiters, Charlie's Produce realized the need for a more modern, flexible integration solution to fully support their new hiring workflows. The Charlie's Produce team investigated other integration options and found that Flexspring's ADP connector provided the most savings.

## Integration Solution

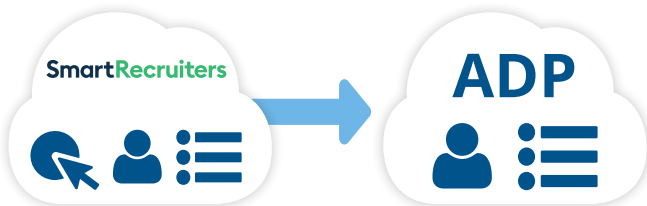
SmartRecruiters streamlined hiring workflows across the organization. Flexspring's integration ensured this hiring data flowed automatically into ADP, creating a

seamless hire-to-payroll experience. Flexspring's data connector cuts through complexity and high costs, delivering clean, reliable data—without the hassle of manual maintenance or cleanup.

## Integration Use Case

### New Hires from SmartRecruiters to ADP

As soon as a candidate reaches the status of "Ready to Onboard" in SmartRecruiters, new hire data automatically syncs in ADP with essential information needed to process payroll in real-time.



## Cooler Feature of This Integration

One of the integration's highlights, according to HR Director Brandy Jesse, is its **flexible real-time sync capability**.

"I was worried about whether auto-syncing twice a day would be enough. But then the Flexspring team showed me how I could run a sync for an individual applicant using just their email address—and within seconds, they're in ADP. It's literally in real-time and super easy. That completely calmed my nerves."

This feature ensures that **urgent hires can be processed instantly at any time of day**, providing both flexibility and peace of mind.

# When experts connect data, you have peace of mind.

For help with SmartRecruiters to ADP integration:



**YAN COURTOIS**

CEO & Founding Partner

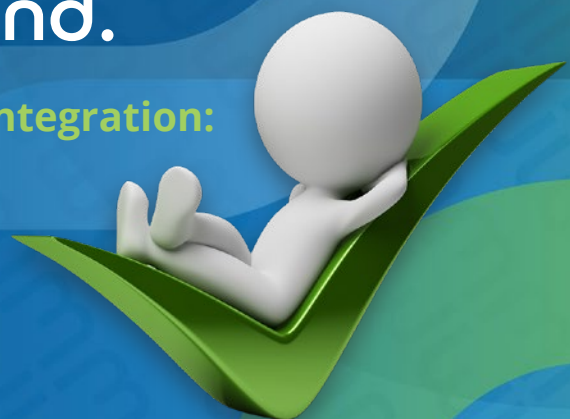
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