

Acxion Foodservice Saves 20 Hours a Month by Eliminating Manual Data Updates with ADP to Salesforce Integration

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INTEGRATION CASE STUDY: How a North American foodservice sales and marketing company eliminated manual data entry and saved valuable time.

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"What used to be a manual process is automated now—it's seamless. Integration strips out the manual effort, and it's working great for us. Flexspring took the time to understand our requirements and made it easy to get everything up and running. Automation is helping tremendously, and we're glad we did it!"

— John Fream, CRM Manager,
Acxion Foodservice

Integration Challenge

Acxion Foodservice is a sales and marketing agency that connects food and supply manufacturers to restaurants and other foodservice operators. The company has a team of more than 600 employees across the U.S. and Canada. Behind the scenes, managing employee data had become a constant headache. Whenever employee data changed and needed to be updated, the team had to send emails, chase down details, and manually update records in Salesforce. Because these data updates fed internal reports and key performance indicators, every delay slowed reporting and blurred visibility.

Integration Solution

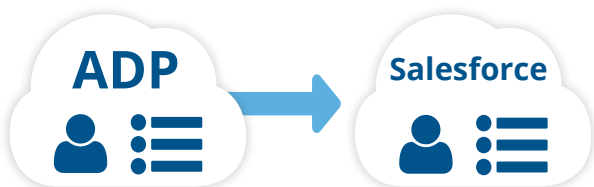
At ADP's recommendation, Acxion connected with Flexspring to build an automated integration between ADP Workforce Now and Salesforce. The connector runs nightly, updating Salesforce with changes made in ADP for managers to view first thing the next morning. The integration captures a dozen data fields, including vital inputs for reporting like business division, work location, department, pay schedule, compensation changes, and more. All ongoing updates now flow to Salesforce automatically.

Managers are now confident that Salesforce reflects accurate, current data for reporting and decision-making. The integration supports both Acxion's U.S. and Canadian operations. Even when day-to-day tasks shift, the time savings stay consistent. The team saves several hours each week by eliminating manual updates, totaling about 20 hours per month. With data flowing automatically between systems, they complete updates faster, avoid errors, and no longer waste time re-entering the same information.

Integration Use Case

EMPLOYEE UPDATES FROM ADP TO SALESFORCE

Once any employee data changes in ADP, the updates automatically flow into Salesforce. Integration ensures accurate, up-to-date data for all current employees, improving reporting, decision-making, and daily operations.



Cooler Features of This Integration

Data visibility is one of the integration's highlights. Each day, the Acxion team receives an email summarizing exactly which employee records were updated. If something looks unusual, they can open the Flexspring Monitor dashboard for detailed insight in real time.

"The daily emails and access to the Flexspring Monitor are incredibly helpful," said the CRM Manager, John Fream. "It's a very seamless process that lets us see exactly what was updated and dig into the details whenever we need to. Everything is now automated, and data visibility gives us real peace of mind."

When experts connect data, you have peace of mind.

For help with ADP to Salesforce integration:



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