



Raising the Bar on Employee Engagement with Snappy

How Custom Assembly Inc. Cut Turnover by 85% & Strengthened Company Culture Through Meaningful Gifting



Executive Summary

Custom Assembly Inc., a family-owned warehousing, assembly, and distribution provider, set out to dramatically improve its employee experience after facing a turnover rate of 62% during the height of the pandemic. With a widely dispersed workforce across eight states and a two-person HR team managing hundreds of employees, the company needed a recognition solution that was automated, integrated, and truly meaningful.

By implementing Snappy through ADP Marketplace, Custom Assembly saw turnover decrease to 9% in just six months—an 85% improvement. Employee engagement rose, participation reached 100%, and HR gained a scalable way to personalize appreciation at milestones, anniversaries, and key moments.

Company Overview

Custom Assembly is a full-service warehousing and assembly provider that stores, assembles, and distributes recreational vehicles—including ATVs, UTVs, jet skis, motorcycles, and BMX bikes—supported by its own trucking subsidiary.

ADP Product: **ADP Workforce Snappy Gifts**
ADP Marketplace Partner: **Snappy Gifts**

Employees:

430
across
8 states

Headquarters:

**Haviland,
Ohio**

Industry:

**Manufacturing
& Distribution**

The Challenges

When HR Coordinator Robin McCord joined the organization, turnover had soared to **62%**, driven by national labor shortages and pandemic disruptions. Managing a multi-state workforce was demanding, especially with a small HR team and limited automated tools.

Before Snappy, Custom Assembly:



Had no structured milestone or recognition program



Needed tools that integrated with ADP Workforce Now



Struggled to maintain morale across distributed teams



Required automated workflows to reduce manual HR effort

The biggest gap: Employees didn't have a consistent, meaningful way to feel appreciated.

The Solution

Custom Assembly turned to **Snappy Gifts** via ADP Marketplace to build an automated and personalized rewards and recognition program that could scale across all locations.

Snappy provided:



Automated milestone gifting

Birthday, tenure, and recognition moments—all handled seamlessly without manual tracking.



Deep integration with ADP Workforce Now

Employee changes in ADP automatically synced into Snappy.



A curated, high-quality gift experience

Employees received a thoughtful selection of items they could choose from—making every recognition moment feel personal and fun.



Real-time engagement tracking

HR gained visibility into gift choices, thank-you messages, and participation rates across every location.



Simple reporting & budget visibility

Detailed spend projections helped HR forecast gift budgets based on upcoming anniversaries.

With only two HR associates and two recruiters supporting the entire company, Snappy's automation significantly reduced the administrative load.



The Results

In just six months, Snappy transformed how Custom Assembly recognizes and supports its workforce.

85%

Reduction in Turnover

Turnover dropped from **62%** → **9%**, improving retention across every location.

100%

Employee Participation

Every employee engaged with the Snappy program —demonstrating a strong appetite for recognition done right.

Stronger Morale & Connection

Employees reported feeling valued and appreciated, reinforcing the company's family-oriented culture.

Reduced HR Lift

Automated workflows allowed the small HR team to reclaim hours each week and focus on higher-impact strategic work.

High-Quality Rewards Employees Truly Want

Team members appreciated the choice, personalization, and modern feel of the Snappy gifting experience.

Seamless ADP Integration

With employee data flowing automatically, HR eliminated manual list management and gained confidence that every milestone was captured correctly.

Why Snappy

Snappy helped Custom Assembly build a recognition program that:

- Boosted morale across a distributed workforce
- Reduced turnover to historic lows
- Delivered meaningful, personalized gifts employees loved
- Automated manual work for an overstretched HR team
- Integrated directly with ADP Workforce Now for effortless syncing



"We're extremely pleased with the reception we've received from employees. They like to know you are thinking about them and we want to let our employees know they are the most critical factor in our success."

— Robin McCord, HR Coordinator

Looking to drive safer behaviors and stronger engagement?

Let's build your recognition program together.

