

MOUNT OLYMPUS BOLSTERS EMPLOYEE RECRUITING AND RETENTION AND REDUCES TURNOVER

The world's largest theme park and waterpark resort uses an innovative payment technology reducing turnover and boosting employee recruiting and retention



THE RESULTS

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38% Eligible employees are on DailyPay.
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100% Retention rate for both seasonal and non-seasonal employees since the implementation of DailyPay.

Every year, companies are faced with challenges of recruiting the right candidates and retaining existing employees. **High employee turnover hurts a company's bottom line and in the amusement park industry, it costs over \$4,000 to replace a single employee.** In addition to costing companies an enormous amount of time and money, turnover reduces productivity with new hires as a new employee needs one to two years, on average, to leverage reasonable productivity.

Mt. Olympus Water & Theme Park is located in Wisconsin Dells and is known to many as the waterpark capital of the world. The Dells is an area with the largest concentration of water parks in the world and Mt. Olympus has two pain-points in the highly competitive hiring market:

- Attracting seasonal employees for the busy summer season that requires full capacity operations. These employees are paid hourly and are primarily high school and college students with high absenteeism rates and high rates of switching jobs.
- Retaining non-seasonal consistent employees, which is an operational requirement for success all year round. These employees are paid hourly and show a high turnover rate considering the many other theme parks employment options in the area.

Mt Olympus implemented an effective recruiting and retention strategy by working with DailyPay to bring the best part of payroll benefit for employees – their money, without the worst part for employers – the process. DailyPay has a unique technology that allows a Mt. Olympus employee to access earned, but unpaid wages before payday. For Mt. Olympus, DailyPay provides a win/win solution where the employee gains financial security and stays longer at the company, curbing turnover, which translates directly to bottom line profits for the company.

OVERVIEW

A mega theme park destination with 44 water slides, 4 rollercoasters, 7 Go-Kart Tracks, and a full-service hotel all in one place.

PROBLEM

The Dells area has the largest concentration of water parks in the world and attracting and retaining employees and reducing turnover is challenging in the highly competitive hiring market.

THE SOLUTION

Offer DailyPay as part of payroll benefits to attract seasonal employees, as well as reduce turnover and absenteeism for non-seasonal employees by providing them with secure access to their pay before payday for financial security.

COST TO EMPLOYER

There are no fees for employers to offer DailyPay.

HEADQUARTERS

Wisconsin Dells, Wisconsin

FOUNDED

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