



# Ashley Stewart's retail reinvention

The retail clothing company gets a clear view of its workforce with Dayforce.

Industry  
**Retail**

Company size  
**1,200 employees,  
89 locations in the U.S.**

Headquarters  
**Secaucus, New Jersey**

Modules used  
**Workforce Management  
Payroll  
Benefits**



## Challenge

For 25 years, Ashley Stewart has been dressing women for all occasions in their lives. Today, the retail company strives to create an environment in which its customers and employees are empowered.

Prior to partnering with Ceridian, Ashley Stewart had been working exclusively on paper. Scheduling was a completely manual process, and wasn't sustainable given the company's growth. Ashley Stewart needed a solution that would allow better visibility to manage its workforce.



## Solution

Ashley Stewart partnered with Dayforce in 2016. Dayforce's single database allowed the company to streamline hiring, scheduling, punching in and out, and the maintenance of personal data. Dayforce also allowed the company to offer pay cards, allowing employees more flexibility, and helping them to avoid fees for cashing traditional checks.



**One-week benefits enrollment implementation**



**Real-time data**



**Dollar-for-dollar pay with pay cards**

**“Dayforce’s integrated modules allow us to be more efficient, and have access to real-time data to make proactive decisions.”**

Lori Harmon, Senior Director, IT Operations and Human Resources

