



## Taking the mystery out of managing talent

Being in a business where your customers are thrilled by trying to solve escape room mysteries can be a rewarding endeavor. When it comes to staffing, in this quick-paced dynamic environment you want few, if any, surprises.

In just a little over three years, All in Adventures has grown from one location to 31 in 15 states, with plans to expand. The fast-growing company is projecting to more than double its number of locations in 2018. Competition is fierce and intensifying for this unique retail category, with the industry growing from just a hand full of escape room companies a few years ago to more than 1,800 in 2017.\*

All in Adventures currently offers nine revolving escape room themes, with names such as Black Ops, Treasure Island and Escape from Alcatraz.

In the fast-growing escape room retail vertical, ensuring your employees are in sync with the unique client experiences is critical for success, according to Chetan Patel, President at Mystery Room, LLC. (also doing business as All In Adventures), based in Duluth, Ga.

"Naturally, getting new employees up to speed on our latest and greatest escape room game is a huge focus for us," Patel says. He explains the company ([allinadventures.com](http://allinadventures.com)) follows a comprehensive process for rolling out new games that includes everything from game development and testing to in-store trials with customers, the latter involving interactive feedback and subsequent modifications.

To ensure that the company executes daily games without any glitches, it is critical that each location is staffed not only with the appropriate talent and skills for each game version, but also that employees are on time and in place when they are scheduled to work. "Without that process operating at maximum efficiency, All in Adventures would lose an important competitive edge," Patel explains.

### MakeShift available on ADP Marketplace meets the staffing challenge

To help meet that critical challenge, in March 2017 the company implemented ADP Workforce Now® as their payroll of record, along with MakeShift which is an integrated solution for workforce scheduling as well as time and attendance. Today, it can count on the right people being in the right places when customers arrive to experience their escape room fantasy.

**ADP Client:** All in Adventures, Duluth, GA

**Industry:** Retail (Escape Room)

**Number of employees:** 600

**ADP Marketplace Partner:** MakeShift, Calgary, Alberta, Canada

**Business:** MakeShift is a mobile employee engagement platform that integrates with the current version of ADP Workforce Now® to schedule and engage employees. As an integrated tool MakeShift allows ADP Workforce Now to remain the system of record without the need to manual key employee data into multiple silos.

**Learn more about MakeShift:**  
<http://marketplace.adp.com/makeshift>



Patel explains that by using MakeShift, the company is able to leverage some of the unique skills that its employees have and roles that are needed in its retail locations by tagging them appropriately. It allows All in Adventures to ensure that as it's going through staffing on a bi-weekly basis, managers know who's going to actually be trained. For example, MakeShift can help determine whether it's a new or existing associate doing training on a new room. It also can identify different roles (front desk, greeter, etc.) and who is assigned to them at any given time.

"MakeShift also empowers us to look at the metrics on the back end to determine how much time, effort and money we spend on training. Is it enough, not enough or just right?" Patel says. "It's definitely a critical piece because it truly optimizes our staffing, training and managing of each retail location. This way, we have consistent staffing across every store.

Of course, people unexpectedly call in sick or they just don't show up, he says. MakeShift allows the company to very quickly evaluate who's available, then makes the changes to the shift and gets that communicated out to employees through the mobile app.

"That's very beneficial to us, especially being in retail where situations are very dynamic and change often," he says. Patel adds that because All in Adventures locations are mall-based, their staffing app needs to be able to sync with the ebbs and flows of mall busy periods, with the weekends being the main high-traffic days. Although, he adds, the company does have quite a few large school and corporate events happening on weekdays.

### Going mobile draws younger talent

Patel's mentioning of MakeShift's mobile platform is no accident, as the company's youth-skewed workforce expects to be able to check on their shifts, sign up for open shifts and do other time-related options on their phone. The mobile app, in fact, is a definite advantage in areas such as recruiting, onboarding and reducing turnover, Patel notes.

"In this mobile world, where people are constantly in different places at different times, you have to be able to get everybody on the same page," he says. "Without a mobile app, that was not an easy task. As we deployed MakeShift, it allowed us to really develop a pretty simple process where the managers are responsible for developing two-week schedules."

Employees are able to input their available hours, creating a standard set of shifts that they're working during the week. They can also use the app to quickly let the manager know if they are available to work.

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\* roomescapeartist.com

"MakeShift lets us focus on our core business, which is providing a great, fun escape room experience on all fronts," Patel concludes. "What definitely stands out with ADP and MakeShift is the ease of use. Plus, the mobile aspect to managing, communicating and reporting makes our scheduling process very smooth, without surprises."



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\*\*The 2017 Security 500 Rankings by Security Magazine

