



CASE STUDY



Supabarn, an independent retailer with nearly 1,000 staff across 10 stores in ACT and NSW, has implemented Paytime to allow employees to access their earned pay whenever needed. This initiative was introduced to **attract and retain staff** during a challenging hiring period.

By implementing Paytime, Supabarn has addressed a crucial need for financial flexibility among its employees, leading to enhanced job satisfaction and making the organisation a more attractive place to work.

Supabarn Director, Theo Koundouris recommends other businesses to consider similar solutions given the ease of implementation and significant benefits observed.

Insights from Leadership:

Theo Koundouris, CEO, emphasised that offering Paytime has been transformational for attracting talent.

Key metrics



STORES

10 stores in ACT and NSW



1,000+

Employees



UPTAKE

High uptake in the first week with continued strong usage



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CHALLENGES



- **Staffing Constraints:** Difficulty in finding staff due to a shortage of international students and visa holders.
- **Financial Pressure on Employees:** Understanding that a significant portion of their employees live paycheque to paycheque, Supabarn sought an innovative solution to support their team better.

SOLUTION



Supabarn adopted Paytime, enabling employees to access their earned pay before the payday. This solution provides financial flexibility to staff, particularly benefiting those who rely on weekly earnings.



"In the first week, we saw a massive uptake and received very positive feedback from staff, even without extensive communication. The usage has remained strong, and employees greatly appreciate the service."

BENEFITS



1

Enhanced Attraction and Retention: Paytime differentiates Supabarn as an employer, helping attract and retain talent, especially blue-collar workers.

2

Operational Ease: Minimal changes to existing payroll processes make the system easy to integrate and manage.

3

Positive Employee Impact: High uptake and positive feedback indicate significant employee approval and enhanced financial wellness.