



## CASE STUDY:

# Optimizing Workday: Keystone Cooperative's Success with ERPA



## Background

- Keystone Cooperative, a farmer-owned cooperative based in Indianapolis, Indiana, faced increasing challenges in managing its HR operations and technology following a significant merger that doubled its workforce. With over 2,400 employees and \$3 billion in annual revenue, the organization needed a robust, streamlined solution to support its growth and optimize HR processes. After implementing Workday for HCM and Financial Management, Keystone partnered with ERPA to enhance system efficiency, improve self-service capabilities, and maximize the value of its Workday investment.

## Problem Statement

- Despite Keystone Cooperative's successful Workday implementation, they encountered significant challenges with post-implementation support and operational inefficiencies. Their previous partner struggled to provide timely responses and adequate solutions for complex projects, such as building integrations for critical benefits providers and deploying Workday SKUs to enhance employee self-service. These delays, combined with limited expertise and support flexibility, hindered Keystone's ability to leverage Workday's potential fully. The organization needed a partner capable of delivering prompt, reliable, and tailored solutions to meet their growing needs.

## Solutions & Strategies:

To overcome Keystone Cooperative's challenges, ERPA employed a client-focused approach, emphasizing agility, technical expertise, and proactive communication. ERPA introduced weekly touchpoints to address issues in real-time, facilitated the timely deployment of Workday Help and Journeys, and built comprehensive integrations for Keystone's benefits providers. By ensuring prompt ticket resolution, offering hands-on support during critical periods like open enrollment, and tailoring services to Keystone's unique requirements, ERPA empowered Keystone's team to focus on strategic priorities while enhancing their Workday experience.

## Streamlining Open Enrollment with Comprehensive Support

Keystone Cooperative partnered with ERPA to navigate their first open enrollment using Workday. With a newly hired Total Rewards Manager unfamiliar with Workday processes, ERPA stepped in with proactive, hands-on assistance. They provided weekend support to ensure all configurations were accurate and triggered correctly. **“ERPA went above and beyond, and our open enrollment went off without a hitch.”** shared Angela Hudgins, VP and CHRO at Keystone Cooperative.

## Building Robust Integrations with Lincoln Financial Group:

To address the complexity of Keystone’s benefits integrations, ERPA collaborated with the cooperative to build seamless connections with Lincoln Financial Group. This involved developing individual data feeds for various benefits, including short- and long-term disability, hospitalization, and critical care. **“ERPA’s line-by-line approach ensured that everything worked perfectly when we went live,”** Angela said. **“This level of precision made all the difference.”**

## Deploying Workday SKUs for Employee Self-Service:

Keystone had Workday Help and Journeys SKUs sitting unused for months due to resource constraints. ERPA took ownership of the deployment process, creating separate work streams and dedicated resources to bring these functionalities to life. **“We’re weeks away from going live, and we’re excited about the self-service capabilities these tools will bring,”** Angela noted.

## Adapting to Changing Needs with Agile Support:

Early into their partnership, Keystone realized they needed to adjust their contracted service hours. ERPA swiftly responded with a new scope of work within a day, ensuring continuity without inflated costs. Angela emphasized, **“ERPA’s agility and willingness to adjust to our needs is something we never experienced with our previous partner.”**

## Empowering Keystone for Long-Term Self-Sufficiency:

Beyond technical solutions, ERPA prioritized knowledge transfer, enabling Keystone’s internal teams to become more independent. **ERPA is aligned with our goal of becoming self-sufficient,”** Angela stated. **“They don’t just solve problems—they empower us to prevent them in the future.”**

## Conclusion:

Keystone Cooperative’s partnership with ERPA has redefined its Workday experience, delivering streamlined processes, enhanced efficiency, and tailored solutions. By addressing critical challenges, automating key workflows, and providing responsive, expert support, ERPA has enabled Keystone to prioritize strategic initiatives and build a self-sufficient HR infrastructure for long-term success.

## KEY TAKEAWAYS:

### Seamless Open Enrollment:

ERPA's hands-on support ensured Keystone's first Workday open enrollment

### Integration Excellence:

Custom data feeds for Lincoln Financial streamlined benefits administration without errors.

### Self-Service Realization:

ERPA activated Workday Help and Journeys, empowering Keystone employees with better tools.

### Flexible Support:

Agile adjustments to service hours demonstrated ERPA's responsiveness to evolving needs.

### Knowledge Transfer:

ERPA empowered Keystone to build self-sufficiency with tailored training and support.

## KEY QUOTES

"We have gotten the answers we need. We're on our road to being more self-sufficient down the road." - Angela Hudgins

"Our tickets are responded to very quickly. We get solutions, we get explanations. There's really no ambiguity about where we stand with a ticket." - Angela Hudgins

"We had owned those SKUs for at least six to seven months before ERPA came into the picture. And right away, they put together a separate scope of work to work on just those projects alone." - Angela Hudgins

"We went step by step, line by line, and when we went live on January 1, we could have all of the feeds in place. Everything was working correctly, no issues at all." - Angela Hudgins

This case study highlights how ERPA's responsive support and customized solutions empowered Keystone Cooperative to streamline processes, enhance efficiency, and focus on long-term self-sufficiency, illustrating the impact of a trusted Workday partner.