Client Profile: Smashburger

Company Overview
Smashburger, a national restaurant chain, opened its first Capital Region location in 2014, and there are now four locations: Colonie, Niskayuna, Clifton Park, and Saratoga Springs, all under the same ownership. Their focus is on made-to-order burgers, along with vegetarian options, fresh produce, and flavorful sauces. Between the four locations, they employ 90-100 workers year-round.

Company Goals - Issues Needing Resolution
With four restaurants that have weekly payrolls for non-exempt employees, and bi-weekly for exempt staff, Smashburger needed a company that could handle issues like employees losing their checks, wrong hours being reported, incorrect direct deposit information, and employee turnover. They also needed an employee handbook to ensure compliance with labor laws, and to update the handbook as laws change.

GTM's Solution
Through GTM's payroll system and dedicated service representative, any issues like lost checks or incorrect hours are resolved quickly and efficiently. GTM's HR On Demand service provided a customized, compliant employee handbook that gets updated when new laws are enacted or laws change.

What They Have To Say
Leo Butera, co-owner of the four local Smashburger locations, has found peace of mind with GTM's services. "Any time I have a problem, my rep Melanie takes care of it. One of our employees lost his paycheck, but Melanie stopped payment and issued a new check quickly."

Butera also has found GTM's sales team to be helpful when opening a new location. "Michael keeps me informed of any law changes that have happened, so every rollout goes smooth for our managers."

"Getting the employee handbook through HR ON Demand has been so helpful. The New York Paid Family Leave law is coming soon, but I know I won't have to stress about being compliant because my handbook will be updated with the correct information."

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