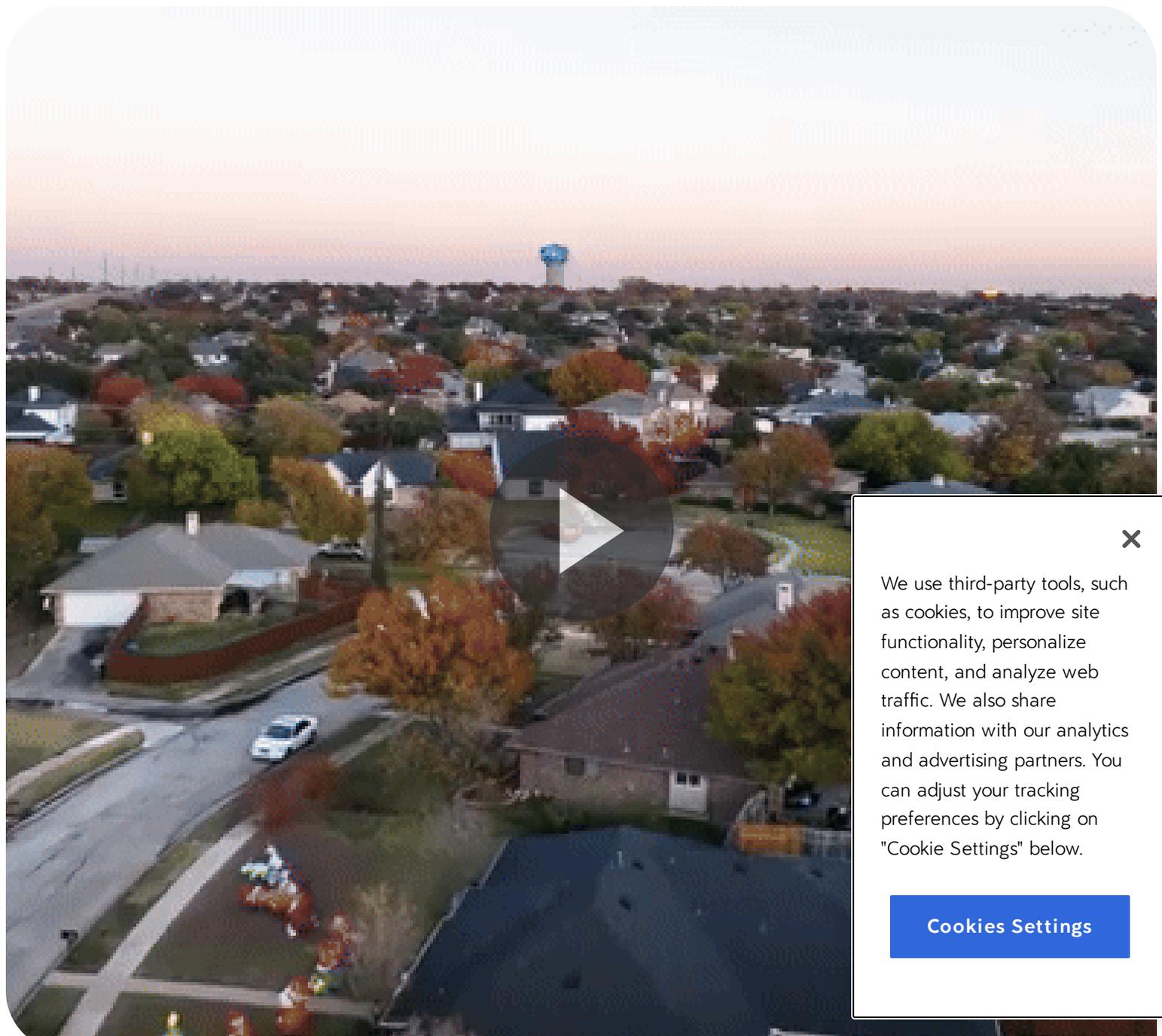


CUSTOMER STORY

City of Carrollton gets ahead for the good of its citizens

Local government partners with Dayforce to modernize HR processes and optimize employee experience for greater public service.



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50%

**cut in
onboarding
time**

>77%

**decrease in
vacancy
rates**



**Transformed
employee
experience**

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Recruiting

Talent Management

Performance

Compensation

Engagement

Across communities everywhere, municipal governments are asked to do more with less – serve growing populations, meet complex needs, and support an evolving workforce. The City of Carrollton, located in the heart of the Dallas/Fort Worth metroplex, knows that challenge firsthand.

With a population of around 140,000, Carrollton blends suburban charm with vibrant cultural life. It's home to young families, longtime residents, and a deep sense of civic pride. Behind the scenes, nearly 900 employees – spanning police, fire, construction, parks, libraries, and more – keep the city running. With 15 distinct lines of business and a clear mandate from city leadership, Carrollton prioritizes efficiency, long-term planning, and responsive public service.

But like many local governments, Carrollton faced a hurdle: legacy HR processes that made it harder to serve both employees and the public.

“One of our biggest pain points was that a lot of our processes for simple employee updates and benefits enrollment were still paper-based,” explained Laura Li, HRIS Administrator, City of Carrollton. “We lacked automation in our workflows, which led to data discrepancies.”

“Government sometimes has a hard time keeping up with industry trends,” added Samantha Dean, Workforce Services & Civil Service Director, City of Carrollton. “Our goal was to stay ahead so we can operate better, faster, and friendlier for our citizens.”

Carrollton needed a technology partner who could help modernize HR from the inside out, cutting down on manual work, boosting data accuracy, and giving employees more control over their

That's where Dayforce came in.

Less paperwork, more public service

What set Dayforce apart was its strength as a true human capital management (HCM) solution. Previously, the city had previously bundled HR and finance in the same solution – a common practice in government. City leaders recognized it was time for a more modern, purpose-built platform. They needed a solution that could meet their unique needs.

Security was also a major factor. After experiencing a cyberattack, the city placed heavy emphasis on safeguarding sensitive employee data. “It really solidified that Dayforce was the right choice for us,” said the city's chief information security officer after the city's chief information security officer reviewed Dayforce and deemed it more secure than other systems he'd seen.

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The city moved forward with Dayforce™ Recruiting, Benefits, Performance, and the Experience Hub – laying the foundation for a more connected, intuitive HR ecosystem. But Carrollton didn't just migrate to new software. They used the opportunity to drive real change.

“From the start, we refused to simply replicate old processes in the new Dayforce system,” said Dean. “The fact that it made [employees'] lives easier, that it made their processes easier, made any resistance a total afterthought. They embraced the new system.”

Powering progress in the hiring process

Recruiting and onboarding were two areas where the impact was felt immediately. Carrollton needed tools that simplified hiring for everyone – from applicants to hiring managers. “It's key in getting us access to that next-gen applicant pool,” said Dean.

With Dayforce, candidates can apply from their phones, select drug-screening locations to meet pre-employment requirements, and stay informed throughout the process. This mobile accessibility helped the city engage a digital-native workforce – and drastically improved time-to-hire.

“Recruiting and hiring are now at our fingertips,” said Dean. “It's efficient for the applicants, it's efficient for the hiring managers, and it's cut down our onboarding time by 50%. It's incredible.”

The results speak for themselves. In 2022, before implementing Dayforce, Carrollton's vacancy rate hovered around 12%. Since going live with the platform in 2024, that number has dropped to just 2.75%. “Combining the efficiencies from the Recruiting module and our own proactive approach means we've seen the lowest vacancy rate in a very long time,” said Dean.

Transforming the employee experience

For Carrollton, HR transformation wasn't just about workflows – it was about empowering people. The goal was to meet employees where they are, whether at home, on a job site, or in the office.

Before Dayforce, the HRIS solution in place had limited ability for HR to customize the employee experience and restricted the department's ability to offer content and resources that were relevant to each employee.

This resulted in high foot traffic and large call and email volumes requiring direct assistance from HR.

“We were looking for something that really solved that challenge for us,” said Dean. “The solution was tenfold.” The improved employee self-service experience allowed the HR team to focus on critical tasks and less on answering general inquiries.

A standout feature has been the Dayforce Experience Hub – an interactive homepage that provides timely news, updates, and reminders every time they log in. It's made high-touch communications during busy periods like benefits enrollment or performance evaluations.

Dayforce's mobile application has also been a game-changer for the Carrollton workforce. “It's been one of the biggest benefits we've seen since adopting Dayforce,” said Li. “Updating personal information, or managing benefits, employees can now do it all from their phones.”

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schedule. “[Hiring managers] can open up the Recruiting module in Dayforce and look at their applicants while they’re watching TV on a commercial break,” added Dean.

This shift has helped Carrollton stand out in a competitive labor market. Employees across departments – from field crews to senior leadership – are using Dayforce, and the response has been overwhelmingly positive. “As soon as we went live with Dayforce, we got compliments on it,” said Dean. “Managers love having those applicants at their fingertips.”

Smarter decisions, stronger outcomes

With Dayforce, Carrollton’s HR leaders now have access to real-time data and intuitive dashboards – allowing them to make faster, smarter decisions across the organization. “Dayforce has freed us from the traditional, very administrative, paper-heavy, HR function, and allowed us to be strategic,” said Dean. “That’s not only efficient and effective for our government today - but it’s also setting us up for future success.”

Whether it’s tracking trends, monitoring retirements, or measuring retention, HR can now deliver insights to leadership in a matter of clicks. “Dayforce really helps us pull those analytics to make long-term decisions,” said Dean. “I’m able to take the data I need to go and have conversations with the city manager regarding our strategic direction for the next ten years.”

Keeping the city on track – compliance made simple

Municipal government compliance is complex, and Carrollton’s team was spending too much time manually managing rules, regulations, and payroll requirements. “With the Dayforce automation and data mapping capabilities, we no longer have to worry about the smaller [compliance] details,” said Li.

Now, properly mapped data helps ensure that local, state, and federal requirements are applied automatically, freeing up HR to focus on people, not paperwork.

An enduring partnership rooted in service and innovation

For Carrollton, Dayforce is more than software. It’s a partnership rooted in shared vision and forward momentum. “If I had to sum up our partnership with Dayforce in a single phrase, it would be what a dream.”

“We’re excited to be in partnership and to have Dayforce be a key tool for us in operations. The city continues to explore new ways to innovate, especially with the AI capabilities. Dayforce sees AI as a force multiplier for operations.

“Our IT department is really excited to dive into the AI tool with Dayforce,” said Dean. The Virtual Assistant are already helping reduce the burden on HR teams by triaging and answering employee questions, allowing staff to focus on higher-impact work.

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“We continue to look for ways we can best use Dayforce, so that our employees can focus on what they're hired to do,” said Dean. “Whether that’s pouring concrete, arresting bad guys, or making sure library books are checked out on time, they don't have to worry about HR; Dayforce makes that easy for them.”



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HR INSIGHTS

What is career catfishing and how can HR help prevent it?

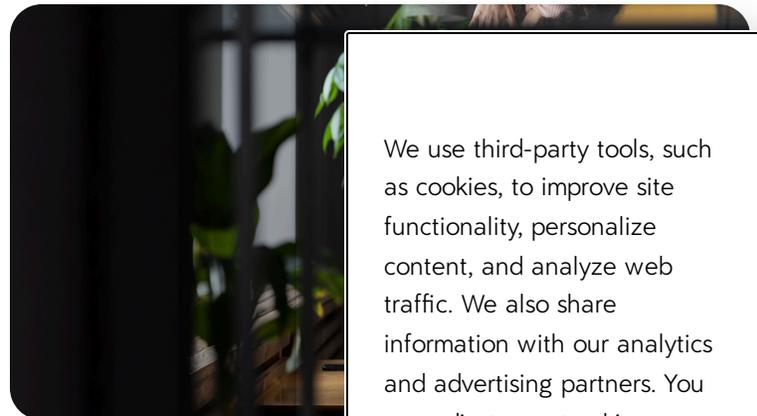
HR trends like career catfishing might feel like just another buzzword. Our Chief People Officer shows why there’s more to it than a headline and how HR professionals can help prevent it.



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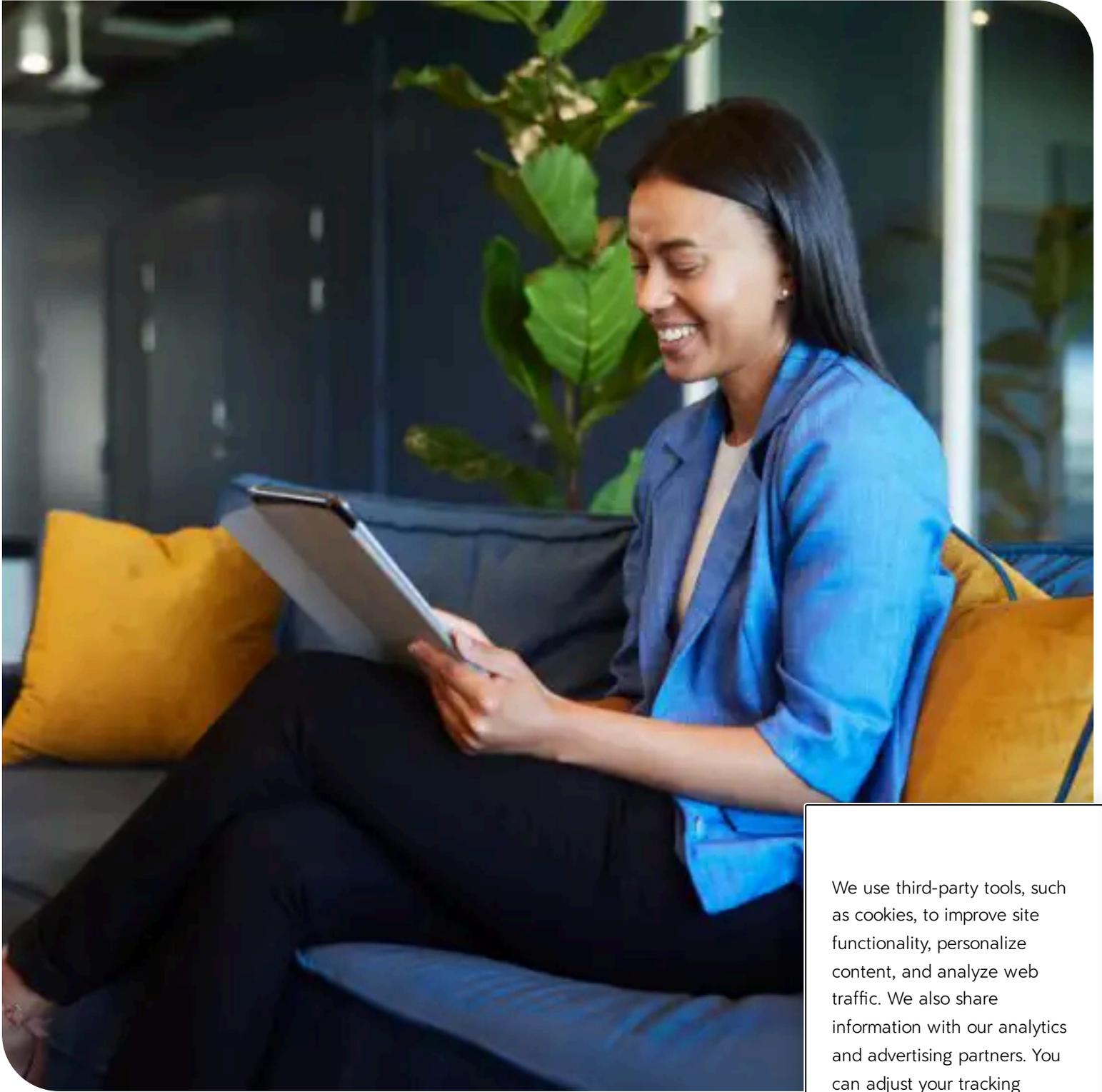
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