



# BEYOND SUPERIOR

customer service cements  
CPA's loyalty to Paychex .

Retha Valderas, CPA  
Valderas Financial Solutions LLC

RETHA VALDERAS  
CPA, Principal



*When less than excellent just won't do, one practitioner searches for a payroll company that delivers service worth bragging about*

In her own words, Retha Valderas, CPA and principal of Valderas Financial Solutions LLC, stated that she's been in the accounting game "for a long, long time." With decades of experience under her belt, she's not only a numbers expert, but she also understands the importance of superior client service.

"I take great care of my clients; that's how it should be," Valderas said. "And I expect the same service from my vendors. I need to know that issues will be corrected quickly and that I can talk to someone when I need answers."

Prior to launching her Virginia-based firm, she ran a practice in Maryland for more than 12 years. While stationed on the East Coast, her firm used a nationally known payroll provider. Unfortunately, according to Valderas, they weren't known for their customer service.

"It seemed like there was constant turnover in staff. I was always talking to someone different. I didn't have a dedicated payroll specialist, and that presented problems."

Valderas also disclosed that the large payroll provider did not measure up in terms of response time. "The standard was to tell me that they would get back within 24 hours. When you have clients experiencing issues, you need immediate resolutions. It just wasn't working for my firm, so I turned to Paychex."

## Seeking beyond-superior service

After her less-than-satisfactory experience with another national payroll vendor, Valderas didn't go easy on the new provider. "I was pretty direct with my Paychex representative. I told her my expectations for service up front."

According to Valderas, her experience from the start was excellent. She was assigned a dedicated payroll expert, and has worked with the same person over the years.

"She [the payroll specialist] is amazing at her job. She always gets back with me quickly, and if I have a major issue that requires more personal support, she'll come to my office! You can't get service like that from just any vendor. Paychex truly is superior in this area."

Valderas also loves that Paychex is dedicated to ongoing improvement. "They are always improving their processes. It just keeps getting better and better."

Reporting is also something Valderas noted as exceptional, "I can get any report I need quickly. Paychex is always improving in this area as well."

While Valderas commented that Paychex offers an overall superior product, for her, it really is all about the service. "I feel safe placing my clients' payroll in Paychex's hands. I get highly personalized service, and if a client ever has an issue, I know that my Paychex rep will follow-up and take care of it in a timely manner."

In addition to service, Valderas also indicated that Paychex's "one-stop shop" is a big draw. "My clients don't have to deal with multiple vendors to get payroll processing, human resources, and 401(k) services. Paychex offers it all, and every product is high quality."

### Narrowing praise down to "Top 3"

When asked her top three reasons for choosing and sticking with Paychex over the years, Valderas was emphatic with her answers:

- 1. Top-notch customer service**—As she has articulated throughout, Paychex's excellence in the area of customer service takes the lead position. "You can't beat the personalized attention and rapid response time."
- 2. Superior payroll processing**—Paychex's payroll expertise is second to none, according to Valderas. "They are the best in the business, and that's who I want to work with."
- 3. Comprehensive offerings**—Because Paychex offers full-scale services, including payroll processing, HR, and 401(k), it serves as a one-stop shop for Valderas' clients. "All areas are covered, so my clients only have to go to one vendor. That is very valuable to my clients and to me."

While she had many more positive things to say about her experience with Paychex, she attributes her top three reasons as to why she has been a customer for so long and why she will continue to be.

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### Final Words

As a business owner, Valderas, like many, has enough on her plate without having to worry if her clients are being taken care of, which is why the Paychex Partner Program has proven to be the ideal solution for her.

"I don't want to spend my time dealing with complex payroll. My hours and focus are much better spent providing my clients with higher-value advisory services. That's why I refer clients to Paychex. I know that they are in good hands and that they will receive superior service. That is priceless to me."

Valderas is firmly planted in the Paychex camp. "I love the level of custom service I get and it's a superior product. I'm not going anywhere."

## STATS AT A GLANCE

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### Firm Profile

Full-service accounting firm specializing in real estate and entrepreneurs

### Location

Richmond, VA

### Staff

Solo practitioner

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