

How Tidal Wave Auto Spa Found a Payroll Partner Who Says “Let’s Figure It Out”

The challenge

When your business operates outside the box, you need partners who can think outside of it, too. For Tidal Wave Auto Spa, rapid growth across multiple locations in different states created payroll and AP complexities that traditional solutions couldn't handle. They needed a team willing to customize, adapt, and grow alongside them, not a vendor who would say “we can't do that.”

Keri Pack, Director of Shared Services for Tidal Wave Auto Spa, manages payroll services, benefits administration, and accounts payable for a company that doesn't fit the typical mold. With corporate employees and field workers operating under different payroll structures, and vendor invoices requiring custom routing based on specific details, Tidal Wave's processes demanded flexibility that most providers simply couldn't offer.

From OSV's early days as Tidal Wave's Workday implementation partner through today, they have maintained the same team members on the account — fostering a continuity that feels less like working with a vendor and more like an extension of Tidal Wave's own staff. “We have some of the same people that we started with still on our account, so it feels very intimate as far as them learning our business and our company, which has been wonderful,” Keri explains. “Not having to continuously describe our processes to another person over and over is just very helpful. It's almost like having another employee on my team.”



Overview



Tidal Wave Auto Spa is a leading car wash brand, providing fast, high-quality service with innovative technology since 1999. With over 300 locations across 30 states, Tidal Wave Auto Spa makes it easy and dependable to keep your vehicle sparkling clean.



Headquarters
Thomaston, GA



Industry
Automotive services



Employees
1,000+



OSV customer since
2022

Building solutions, not roadblocks

When Tidal Wave needed a specific AP routing solution — where invoices from certain vendors would route to different approvers based on invoice content — OSV didn't have a ready-made answer. But they didn't say no.

“A lot of times you get: ‘Sorry, we just can't do that. We don't have a solution for that,’” Keri says. “And we never get that from OSV. It's like, ‘let me take it back to the table. Let me see what we can figure out. We may or may not come up with a solution, but we're definitely going to give it all we got until we figure that out.’”

That problem-solving approach led to a custom OCR solution that automated Tidal Wave's complex AP processes. "Our company is very complex. We do things a lot outside of the box," Keri notes. Rather than forcing Tidal Wave to adapt their processes to fit OSV's systems, the two teams collaborated to build a process flow that worked for Tidal Wave's unique requirements.

The same flexibility applies to payroll. Tidal Wave operates two distinct payroll groups for corporate employees and field workers, each with different processing needs. When they needed to shift from a two-day turnaround to one-day processing, OSV accommodated the change. "We had to change that from our initial contract, and OSV was very accommodating for that as far as the turnaround time," Keri says.



A partnership that shows up

For Keri, the difference between OSV and other providers comes down to presence. OSV's account manager has been with Tidal Wave from the beginning, providing accessibility and responsiveness whenever challenges arise. "They're not leaving just out there to hang there. They're right there with you."

That continuity matters. As Tidal Wave has grown and added services beyond their original contract, they haven't had to rebuild relationships or re-explain their business to new team members. OSV has been there through the evolution, from Workday implementation to ongoing service expansion, staying current with platform updates and bringing innovative solutions along the way.



"If you want extra support, that's always there, and extension of your team, then go with OSV. They're always being innovative towards the next thing. So, they're right along the ride with Workday with you to ensure that you stay up to date with everything that's going on."

- Keri Pack, Director of Shared Services at Tidal Wave

From data entry to development

The measurable impact extends beyond operational efficiency. By automating manual processes through OCR and leveraging OSV's support, Keri's team has gained something more valuable than time: an opportunity to grow.

"It gives me more time to coach my team and work on different skills than just data entry. We don't want to do that anymore," Keri explains. "The OCR process avoids that and saves us a lot of time so we can work on additional skills and team building. Just growth."

For organizations evaluating their payroll and AP partners, Keri's advice is straightforward: "If you want extra support, that's always there, and extension of your team, then go with OSV. They're always being innovative towards the next thing. So, they're right along the ride with Workday with you to ensure that you stay up to date with everything that's going on."

When your business is complex and your needs don't fit standard solutions, you need a partner who brings more than services. You need a team that brings a problem-solving approach, continuity, and the willingness to figure it out together.