

Spotlight Story Q&A: Coastal Payroll

1. What does your company do that supports/assists restaurants?

Managing a restaurant is already a high-stakes game, and your payroll and HR should not add to the stress. That is why at Coastal Payroll, we overinvest in our experienced and tenured implementation and client support teams. Our people-working-with-people approach means no chatbots, no ticketing systems, and no bouncing between departments. When you call, you reach a real person who is ready to help. Coastal is proud to have a 92 percent client retention rate and an 84 percent employee retention rate. We take care of our people, and it helps us deliver consistently.

Coastal Payroll's custom solutions minimize the time you spend tracking attendance, hours worked, and employee schedules while also helping restaurant owners stay compliant with wage laws and regulations. Our systems improve accuracy, streamline tip reporting, and reduce the risk of penalties.

Coastal Payroll is a California-based provider of human capital management (HCM) solutions serving clients Coast to Coast. We deliver industry-leading services with human support that makes a real difference. What sets us apart is how we show up for our clients. We are here for questions, quick to resolve concerns, and proactive in keeping clients educated on new laws and best practices. Beyond payroll, we support restaurants with HR, benefits administration, time and attendance, compliance, and strategic growth. With scalable solutions for businesses from 1 to 10,000+ employees, we're proud to be known for our hands-on service. Our Net Promoter Score (NPS) consistently ranks in the 70s on a scale of -100 to 100, setting us apart in the industry — that's the Coastal Difference.

2. What's a new service or product of yours that you want restaurant members to know about?

Restaurants run on people, and people are what we do best. Coastal Payroll provides customizable services that cover HR and HCM from hire to retire. The key areas where we successfully support our restaurant clients are:

1. Operational efficiency:
Our single sign-on technology integrates with hundreds of POS and scheduling systems.
2. Labor management:
Custom time and attendance solutions with mobile access let teams track and manage from anywhere.
3. Technology integrations:
With 350+ integrations across payroll, scheduling, benefits, and compliance, restaurants can keep the systems they love while gaining the Coastal advantage.
4. Staff training & retention:
From onboarding to employee engagement, our cloud-based HCM platform supports learning, performance, and growth.

5. Compliance and regulations:

California's labor laws are complex. Our proactive HR Elite service gives one-to-one support to keep restaurants ahead of costly mistakes.

Our blog post, [The 6 Biggest Payroll Mistakes Restaurants Make](#), highlights the most common payroll errors restaurants face and how to avoid them. Sharing resources like this is part of how we stay ahead of industry changes and keep our clients informed, giving them the confidence to stay compliant and the freedom to focus on growing their business.

3. Why have you joined the CRA?

Coastal Payroll joined the CRA to build meaningful connections with restaurant owners, franchisees, and industry partners. Many of our clients are in the restaurant and hospitality space, and we know how demanding the day-to-day can be. From unpredictable staffing needs and complex scheduling to managing tips, labor compliance, and constant turnover, restaurant operators juggle many moving parts while still working to deliver great experiences to their guests.

That's why we focus on making restaurant operations smoother through both our technology and service. Our solutions simplify workforce management and compliance, while our hands-on support ensures restaurant operators always have someone they can call for answers and guidance. By partnering with the CRA, we aim to be a trusted resource so operators can spend less time caught up in back-office tasks and more time focusing on their people and customers.

4. Why do you choose to work with restaurants?

We love working with restaurants because we can make an immediate impact on their bottom line. From streamlining payroll and workforce management to ensuring compliance with complex wage and tip regulations, our solutions give restaurant operators confidence and peace of mind. We are always here to help whether it's answering a question, guiding clients through new regulations, or troubleshooting a challenge in real time. Restaurants move fast, and our team makes sure operators never feel like they're on their own.

5. How can people get in touch with you for questions?

Your Coastal Payroll CRA Contact:

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