

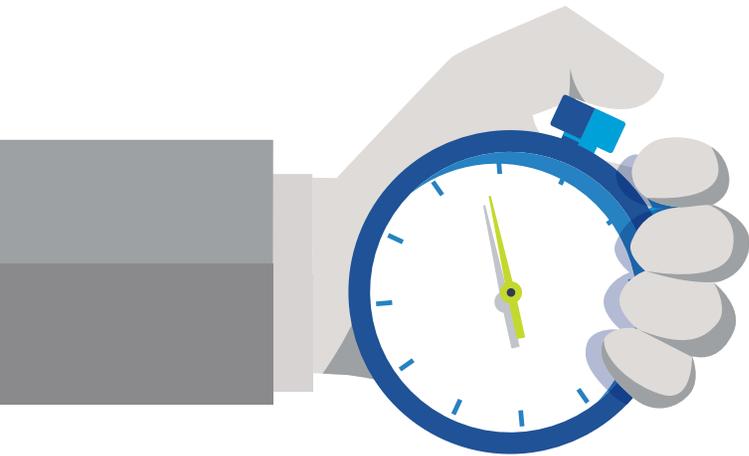


The 21st-Century HR Partner:

What Benefits Brokers Must Do to Stay Competitive

peoplestrategy®





The time to evolve is now

Brokers and benefits advisors are under attack from nontraditional competitors offering more than insurance and benefit administration services. Companies like ADP, Paychex, and Namely are offering employers affordable and modern bundled solutions that include HR technology, benefits/insurance and services.

In addition to these all-in-one competitors, there is pressure from large and regional brokerage firms who have acquired, developed or aligned with an HR technology provider in response to market and client demands.

Your clients are looking for solutions - not just benefits - that will help them effectively compete for talent, increase productivity and maximize success.

As their trusted advisor, you are uniquely positioned to capitalize on this opportunity to build deeper, longer-lasting relationships. But you must evolve now as your window of opportunity is quickly closing.



Broker Evolution: Bring more to the table

The days of solely selling insurance and renewing policies are over. To retain your clients and expand your relationships, you must provide more value.

As a broker, you are in the business of helping your clients (more specifically, HR departments) optimize their benefits based on their business objectives and budget. Now it's time to help them optimize other areas of their business.

The logical first step - and one most brokers have already taken - is to help your clients automate open enrollment and benefits administration. But why stop there? Your competition isn't. They are coming after your clients with a full suite of technology (plus benefits and services) that will streamline critical HR functions like hiring and recruiting, payroll and performance.

Providing your clients with access to an end-to-end Human Capital Management (HCM) platform that levels the playing field in the fight for talent while automating time-consuming, labor-intensive administrative processes is a powerful way to bring more value to your clients. In exchange, you can:

- Protect your existing business
- Attract new business
- Elevate your trusted advisor status



Broker evolution: Find a partner who shares your values

You've invested time, energy and dollars into building your client base. You've earned their trust and respect and will do whatever you can to protect your relationships. For this reason, entering into a partnership of any kind requires significant due diligence and careful consideration. Given the size of the HR technology space, choosing the right partner can seem overwhelming.

On the most basic level, you want to offer clients a platform that will help them become more efficient across a wide range of business processes. But, more importantly, you want to be sure the level of support your client will receive reflects your standards of service excellence. You also want to feel confident that the provider you recommend is one you believe and trust is committed to the success of your business and your clients.

With this in mind, here are some essential questions that should play heavily into your decision.

- Does the provider share your commitment to service and client satisfaction?
- Are trust and integrity values you share?
- What level of support will you receive as a partner?
- Do they bring more to the table than technology?
- What is the company's long-term strategy and vision?



Start your evolution today

The introduction and rapid transformation of technology has dramatically changed the workforce and the roles people play within it. Employees expect and demand more from their employers – from the benefits they offer to the culture they promote.

Today's HR professionals are tasked with providing the tools, programs and services that deliver the employee experience that meets these demands. Brokers who transform their business into a 21st-century HR partner and help HR professionals achieve their goals and objectives can deepen existing relationships while attracting new business.

PeopleStrategy can help you make that transformation. To learn more about our Partner Program, call us at 855.488.4100 or email sales@peoplestrategy.com.

Contact PeopleStrategy at (855) 488-4100,
email sales@peoplestrategy.com or
visit us online at peoplestrategy.com.



peoplestrategy®

PeopleStrategy® provides a single source for today's employers to build an effective and competitive human capital management program through a strategic combination of technology, employee benefits and managed services.

www.peoplestrategy.com
sales@peoplestrategy.com
(855) 488-4100

