



Case Study

Modern payroll integrations helped Contemporary Benefits Advisors accelerate growth and boost customer retention

Learn how Contemporary Benefits Advisors increased revenue by 4X by switching to Employee Navigator.





2014

Licensed Employee Navigator

100+ Clients

Using payroll integrations

4X

Revenue since 2015

Challenge

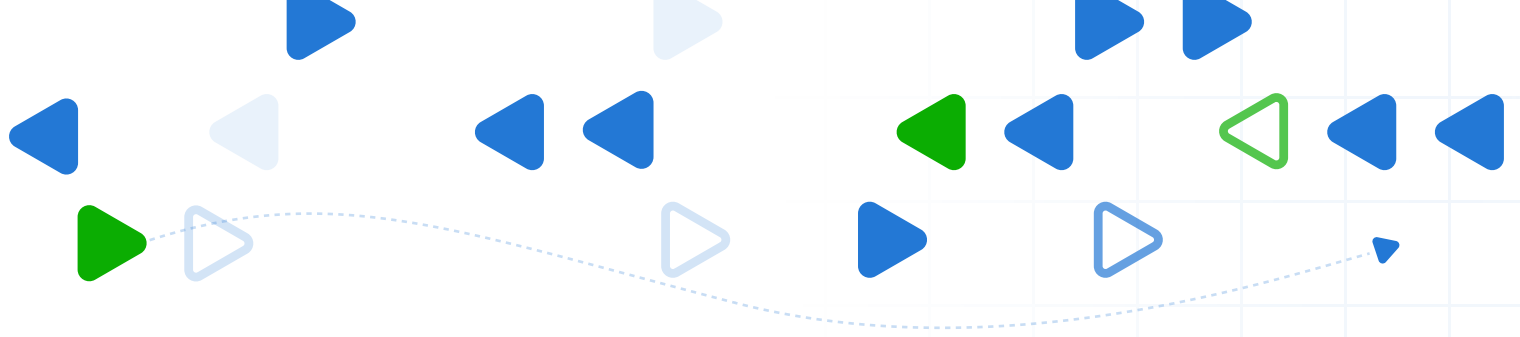
In today's competitive market, benefits and HR technology for brokers is no longer nice to have, it's the cost of doing business. Seven years ago, Contemporary Benefit Advisors (CBA) knew they needed to offer modern technology solutions to their clients but weren't sure which solution would meet their clients' needs and share CBA's long-term vision for where the industry was heading. Lack of investment in solutions can lead to lost groups, which is why it's imperative modern brokers choose a solution partner dedicated to their long-term success and willing to work hand-in-hand with them to scale their internal processes, drive superior customer service, and reduce overhead costs. After a thorough evaluation process, CBA selected Employee Navigator.

“There have been times where we installed Employee Navigator and a client has been able to say because of this solution I can eliminate \$100 per month here, \$200 per month here, and suddenly they're looking at over \$10,000 in savings annually all because of the tools we're able to provide with Employee Navigator.”

Spencer Witherspoon | Contemporary Benefits Advisors

Transform Like CBA

Like many agencies, CBA had to contend with piles of paperwork, a variety of unwieldy carrier portals, and a sea of ben admin solutions all promising the same thing. Unlike most, however, CBA prides themselves on their value-added services and a white glove approach. With Employee Navigator as their benefits administration system, CBA now has one place to manage everything. Employee Navigator's technology-first approach and agile software update lifecycle delivers the competitive advantage brokerages need in our quickly evolving insurance landscape.



Even better, by leveraging Employee Navigator’s modern payroll integrations, CBA can offer an all-in-one solution that has helped drive increased client retention and new revenue. “[Employee Navigator] enables us to overcome common objections when we are discussing adding additional lines of voluntary coverages,” says Spencer Witherspoon. He also commented, “with their knowledge of the system, benefits, and bespoke approach to service, CBA can deflect objections from competitors, offer value that other brokers using other systems are unable to, and can build out a group with seven lines of coverage in half a day as opposed to competitors and payroll companies who can take upwards of six months.”

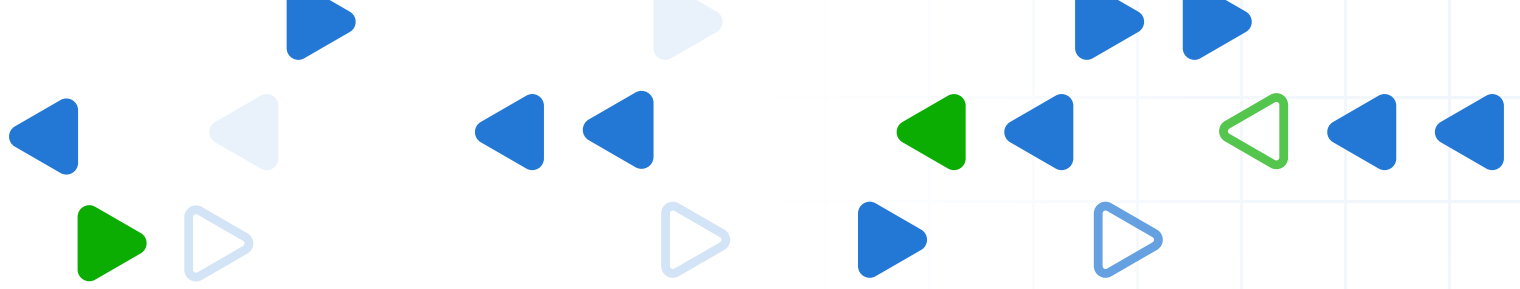
“When you pair the ease of online enrollment with seamlessly integrated payroll, you’re taking a lot off the plate of HR. This depth of connectivity also creates pause when clients contemplate switching brokers.”

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Leveraging Payroll Integrations to Drive Stickiness

Employee Navigator’s extensive payroll integrations have also enabled CBA to realize an increase in client retention. “When you pair the ease of online enrollment with seamlessly integrated payroll, you’re taking a lot off the plate of HR. This depth of connectivity also creates pause when clients contemplate switching brokers,” says Witherspoon.

In fact, the recipe for CBA’s success hasn’t changed much over the past seven years. Providing top notch service and benefits to clients coupled with their intimate knowledge of Employee Navigator remains their key differentiator. With Employee Navigator, CBA gains a powerful toolset to drive efficiency, retention, and win new business. “There have been times where we installed Employee Navigator and a client has been able to say because of this solution I can eliminate \$100 per month here, \$200 per month there,” says Spencer Witherspoon, “and suddenly they’re looking at over \$10,000 in annual savings annually all because of the tools we’re able to provide with Employee Navigator.”



A Progressive Partnership

As businesses grow, they require guidance that extends beyond the scope of everyday business operations. In turn, as insurance brokers advance, they're looking to position themselves as a trusted advisor to their clients. This is the value Employee Navigator wants to deliver to brokers and employers of all sizes. With the help of Employee Navigator's modern integrations, CBA's team was able to create that extra layer of customer stickiness that delivers the competitive advantage necessary in a highly competitive environment. "Since 2015 we've grown our revenue by 4X," says Spencer Witherspoon, "I don't think we would have gotten there and had that type of growth over seven years if it wasn't for Employee Navigator."

