businessolver®

Technology with Heart:

What HR Wants and Deserves From Benefits Technology and Services Today

Who Said HR Can't Have Its Cake and Enjoy It, Too?

It's not news that Software-as-a-Service (Saas) is replacing legacy hardware and servers in the world of HR.

The amount of money companies are investing in SaaS-based benefits technology and services has mushroomed and will continue to increase. Research predicts the market will jump from $190 million in revenue in 2013 to $420 million in 2016.[1]

But for all the money HR professionals are spending, what do they really want? And why is it so hard to get it?

HR simply wants to not be at risk.

HR professionals want to avoid the risk of such wide-ranging occupational hazards as being unable to justify a buying decision to the C-suite or learning an employee hasn't been able to add an eligible dependent for benefits.

Simple, right?

But simple doesn't always mean easy. Technology that works is one thing — absolutely a big and important thing.

But technology with heart — technology designed and put into play from a very deep understanding of the risks that HR professionals face every day, every open enrollment period, every budget season — that's the new world of benefits technology and services.

1 Businessolver proprietary market research. March 31, 2014.

Guess What.
Better Technology Isn't the Whole Answer.

Why can't the increasing number of HR professionals —and benefits leaders in particular — who are spending more money on SaaS-based benefits technology get what they want from their technology investment?

Because they're simply getting more technology. And more doesn't mean better.

This is especially true among small and midsize companies.

For them:

"Complaints abound about the high cost and lack of benefits expertise among existing solutions, particularly payroll and ERP." [2]

2 Businessolver proprietary market research. March 31, 2014.

High Prices + Low Expertise = Lemon Juice in an Open Wound

The selection of a company to provide HR technology or services has an impact far beyond the dollar investment. It also has an impact on every person in the organization.

So when a benefits solution is overpriced and neither designed nor supported by people who truly know the heart of the HR professional, here's what happens:

The best and most forward-thinking among those professionals will suffer personally, and the entire organization will also suffer — financially and in its mindset toward adopting much-needed and highly beneficial new technology.

Why?

Because when that happens, open-minded and forward-thinking HR leaders will recognize that they've made less-than-optimal choices. They arranged a deal with a vendor; they wanted the understanding of a partner. And more than anything, these savvy, game-changing HR leaders want to create win-win situations and partnerships for their business and their employees.

Why the Wheel Comes Off the Axle When Benefits Expertise Falls Short

For starters, things get shaky because in addition to facing job and career risks, the HR professional fails to realize a personal benefit and value from the solution. The solution they've paid for and implemented fails to help them more easily and more confidently deliver the concrete services they're responsible for delivering to their employees every day.

They end up with egg on their face, having failed to protect themselves from one of many anticipated risks: security breeches, regulatory noncompliance, integration failures, or bumbling execution.

Why?

Because their solutions lack the combination of technology and benefits expertise to give HR what it needs in such critical areas as:

- Service center capabilities
- COBRA services
- Data and dependent audits
- Verification services
- Benefit advisory services
- Healthcare reform compliance tools

Seeing Things Differently: Why Benefits Technology Is Failing Those Who Matter Most – Your Employees

Most benefits technology systems fail to support employees in ways that are meaningful, authentic, and concrete because they fail to see employees as walking, talking, feeling people.

They fail to see employees as parents, as husbands and wives, as people with dreams and challenges. They fail to see them as anything other than a string of data in their vendor system.

Legacy vendors and today's providers of benefits technology that are racing with blinders on and investing only in market share are failing employees because they ignore four incredibly fundamental truths about people and benefits:

1. People don't like to shop for employee benefits, and especially not for health insurance.
2. Too much choice — like the trend toward offering several employee health plans — causes buyer paralysis and confusion.
3. Purchasing insurance is what academics call an irrational buying decision, which traditional benefits-enrollment systems don't acknowledge.
4. Today's multigenerational workforce — a rapidly increasing number of whom are highly mobile and thrive on social media — demands different approaches for different segments when it comes to benefits enrollment.

But What's the Organization Got to Fear, Really?

5 THINGS.

Most reputable benefits technology vendors can get the job done — over time and at a certain cost. But "over time and at a certain cost" gives the smart HR professional serious heartburn around today's SaaS solutions.

Fear NO. 1:

KA-CHING!

The existing solution costs too much (in dollars and in its negative impact on employee engagement), HR won't be able to deliver measurable ROI, and HR didn't get what it thought it had bought.

Fear NO. 2:

BLIND SPOT!

HR's current partner doesn't have the kind of insight into the HR environment to get them over the next hurdle (if, in fact, it managed to get them over the last one) or help HR navigate the waters of internal politics.

Fear NO. 3:

UPDATE FAILED!

Integration? Not. HR's new solution won't be able to scale with them as they grow or integrate with other platforms — not even with its existing ERP or payroll systems.

Fear NO. 4:

NO SUBSTITUTIONS ALLOWED!

HR is cornered into "What you see is what you get." Its new solution can't adapt to critical changes in the landscape, such as complying with the Affordable Care Act or accessing new models for buying health insurance.

Fear NO. 5:

CAN YOU SAY, "TARGET STORE FALLOUT?"

The solution isn't sufficiently secure and stable. (HR is not alone in feeling this way: 56 percent of top IT executives still feel dedicated servers are more secure than cloud-based solutions.)[3]

[3] IDG Research Services. "Not All Clouds Are Created Equal." July 2012.

Change Your Vision, **End the Fear!**

What forward-thinking HR professionals want is benefits technology in a configurable, secure SaaS platform that's designed, implemented, and supported with a culture of service with HR heart and sensibilities.

They want to get past the smoke and mirrors, the myths, the group thinking, and traditional biases that surround HR technology and services purchasing and confirmation.

They want:

- Market-changing benefits technology
- Intrinsic client responsiveness
- An easy-to-use system that will appeal to them and engage their employees
- Total, measurable success
- Complete delight not just with their technology, but also with the people behind the technology

And finally, what they really want is a solution to help employees use their benefits wisely to control HR's costs as well as their own.

Ladies and Gentlemen, the Gorilla in the Room: **Data Security**

Let's face it: Data security is not a specialty for even the savviest HR professional. HR needs to trust data security to its IT folks or software and services vendors.

- How does HR know if its proposed technology partner will pass the security-review sniff test?
- How will HR cope when a proposed technology partner fails the internal audit?
- What if after implementation, the technology partner can't manage the benefit plan rules?

Or is HR simply taking a It-Won't-Happen-to-Me pill?

What would HR like? HR would like to let go of what it thinks it knows about data security.

HR needs a benefits technology partner that's obsessed with ensuring the security, compliance, and integrity of each client's benefits information systems and processes.

- Businessolver has built the most secure SaaS benefits administration platform available — which means we have your back when it counts.

> "It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so."
>
> \- Mark Twain

The Kind of Market-changing Technology HR Needs Today

Any technology or software company can continually tweak its product. But that's often sizzle with little steak. Why can't HR get innovation that will really meet its daily concerns?

- Businessolver's SaaS technology is built on a single code base; data integration is seamless and security is rock-solid between it and HR's other enterprise systems, vendors, and carriers.
- Businessolver reinvests a quarter of its budget into product research and development; any HR professional can count on this platform to be ready for the future.
- If you aren't growing, you're going backwards. Businessolver lives its mission of growing its business and delighting its clients; it's focused on running a profitable business and has a 16-year track record of steady, intentional, sustainable growth and success.

The Kind of Client Support HR Wants Today

HR wants benefits technology and services vendors who have service in their blood, for whom service — starting with the design of their system — is part of their very being. They've had it with service only being an aspirin for the headaches of implementation and launch.

HR professionals who are making a difference in their organizations today want intrinsic client responsiveness.

- Businessolver has a corporate culture of delight, and it's reflected in everything the company does.
- Businessolver has intentionally created a culture that drives engagement and believes in shared success.

Why does that matter? Because study after study shows that when employees are more engaged with their company culture, they perform at higher levels and drive greater customer satisfaction.

We call it the Businessolver Way. **Our customers call it a great client experience.**

The Result HR Demands Today:

TOTAL AND MEASURABLE SUCCESS

Businessolver believes delight is an investment – a highly valuable, quantifiable investment. It's critical to creating and delivering technology with heart and ensuring that its clients see everything Businessolver sees, from the inside out, every step of the way.

Total and measurable success means that in every relationship along the way, everyone achieves their desired, quantifiable outcomes — the solution provider, the HR professional, and every employee using the system. **Businessolver is dedicated to providing total, measurable success.**

The Outcome HR Wants Today: **Complete Delight From a Partner That Knows Them Intimately**

HR leaders at the forefront of today's changing landscape can expect to be delighted not only with the technology they're getting, but also with the processes and people behind the technology and delivery of the solution. It goes far beyond what is called "customer satisfaction."

HR wants and deserves a technology and services partner that sees the world through their eyes.

- Businessolver has earned the trust of its clients by taking care of them and their employees; the company was founded by HR professionals, and we know what's important to them.

- Unlike customer satisfaction, for client delight, meeting a client's stated and anticipated expectations is only a starting point. Creating complete delight means predicting an organization's future needs and desires and then working on technology and service today to solve challenges and provide solutions that HR may not even know it will be facing tomorrow.

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What HR Needs and Wants in a Rapidly Changing, Often Uncertain Market

HR needs a benefits technology partner it can trust to take care of HR as well as its employees. HR needs and wants:

- An innovative partner with market-changing technology to help HR minimize its reliance on IT and not only remove the fear of integrating with ERP systems, but free up technical resources to focus ERP on strategic business needs
- A partner with intrinsic and unwavering responsiveness to HR's needs today and down the road that can empower HR to change the destiny of its organization
- A consistent partner with a configurable and secure SaaS platform that HR leaders and their IT and CIO business partners can take to the bank
- An HR partner whose culture is one of service with a higher goal: total and measurable success and complete delight — for HR, for the employees, and, yes, for the solution provider

IN SUM, HR WANTS THIS:

A partner that will help HR maximize its investment in its benefits solution, minimize its exposure to risk, engage employees with an easy-to-use solution and a full suite of communication vehicles, and empower employees to use their benefits wisely and control costs for themselves and the company.

In a rapidly changing and often uncertain market, you need a benefits technology partner you can trust. Founded by HR professionals who know what's really important to you, Businessolver delivers market-changing technology supported by an intrinsic and unwavering responsiveness to your needs today and down the road. You can trust us to take care of you and your employees with a configurable and secure SaaS platform and a culture of service, all aimed at total and measurable success and your complete delight. We'll help you maximize the investment in your benefits program, minimize your exposure to risk, engage your employees with our easy-to-use solution and full suite of communication vehicles, and empower them to use their benefits wisely and control their costs and yours.

Learn more about how We See Things Differently at businessolver.com.

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