

Webinar Q&A Follow Up

How to Elevate Your Status and Land Bigger, Better Clients



Q: We usually take an ‘agnostic’ approach to technology, since we don’t want to limit the choice for our clients. The same platform may not fit the needs of all our clients. What I heard is that Ryan and John are advocating a single tech platform approach. Doesn’t that limit your options?

A: There is a difference between cost and value... don’t chase savings. You are better off making a commitment to leverage the value of partnership. I’m committed to causing the outcome for my clients and that’s why I partner with someone I trust who will go the extra mile to solve a problem.

Q: Please tell us about your pricing.

A: The price schedule is on the wisdom network. We understand as advisors who keep your client interest foremost, you can’t take a one-size-fits-all approach. Which is why it seems logical to be agnostic and reluctant to believe in one system.

Workforce Junction (WFJ) offers a range of service options: from a low end – where expectations and requirements are limited and simple, to high end – where complexity requires sophisticated configuration and process solutions. In all cases we include full-service implementation and EDI management so the min. group size in terms of EE headcount is 100.

We’d like to again underline that we start with relationships first. Once we agree to work together, we bring the right solution at the right price every time.

Q: What size employer groups is best for Workforce Junction?

A: Because we include full-service implementation and EDI management, the minimum group size in terms of EE headcount is 100.

Q: You talked about integration between Touchpoints and Workforce Junction. I do have clients using Touchpoints only. Is there an ‘upgrade’ path to an integrated solution?

A: Yes there is. You would stop paying separately for the portal, as the WFJ pricing will include integrated Touchpoint and The Pocketpal. Implementation and maintenance of Touchpoints will also be included with the integrated WFJ solution.

Q: Does the panel have inputs on the pros and cons of using a Payroll vendor for Ben Admin?

A: The pro is that it is one system, one vendor, and you should expect a pricing advantage.

The most important con is that the payroll vendor is not focused on Ben Admin, most them don’t even *know* Ben Admin. This leads to sub-optimal functionality when it comes to benefits, and less than desirable service. The ‘single system’ promise of deductions being right does not necessarily result in avoidance of payroll deduction errors. In fact, the data exchange between two systems creates an opportunity for a reconciliation process and catching errors.

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Q: One of my clients is using another bigger, more complex system, and are not unhappy with the system per se. However, I can see how collaborating with a partner would help, especially when rolling out more worksite plans etc. Any ideas from the panel on how I could approach the client to consider a switch in their Ben Admin platform? Or should I leave that alone?

A: Initial reaction is to 'let sleeping dogs lie'. It may however, be worth an exploratory conversation to identify pain points that may be latent, or even issues and opportunities that the client may not be aware of. The client may have got to a state of acceptance, thinking there's nothing better anyway.

The transition from one system to another is always a concern. And the time it takes for a new system to get 'online' and stable. Our experience with Workforce Junction has been that implementations are super quick, in weeks, and stability is achieved very quickly. Don't be afraid to explore system options with the client, especially if a client is using a vendor that is not providing you, the broker, any benefit.

Q: What happens if client switches brokers?

A: Workforce Junction license and service agreement is with our broker partner. Client engagements are governed by separate Statement of Work (SOW) for each client that clients also sign off on. In order to create stickiness with our broker partner, the SOW states that clients will be charged a higher fee if they wish to continue with WFJ. This way, clients also get protection for their investment and data in case they need to switch from you – however at a higher price.

