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# Perfect Search Media Leaves PEO for Launchways' Hands- on Support and Personalized Benefits

## Executive Summary

Before partnering with Launchways, Perfect Search Media had worked with a large, national PEO for several years. While the PEO had initially offered a way to simplify and expand Perfect Search's employee benefits, the relationship had started to wear thin. The PEO's one-size-fits-all approach was costing Perfect Search time and money as they found themselves on their own when it came to navigating benefits, educating employees, and developing a more competitive benefits package. Frustrated by the lack of support, Perfect Search turned to Launchways. Our team was able to consolidate their core benefits for easier management, expand ancillary benefits including dental, life, and disability, introduce modern benefits such as telemedicine and a prescription savings card, and greatly increase employee benefits education and support for the Perfect Search team.

## Company Overview

Perfect Search Media is a top-rated, full-service digital marketing agency based in Chicago. They are a results-driven company dedicated to building custom strategies based on their clients' unique needs. They exist to elevate businesses and represent the best client satisfaction, service, and team. Their approach relies on a time-tested formula of technology, testing, tracking, transparency, and team to deliver for every client, every time.

## Lack of Guidance and Visibility Leads to Gaps in Coverage and Benefits Management

Before partnering with Launchways, Perfect Search Media had relied on a large national PEO to handle its employee benefits and support its Human Resources function. But while the PEO had promised cost reductions, streamlined processes, and strong support, it was failing to deliver on that promise. Laura Cain, Director of Business Operations at Perfect Search, was frustrated by the lack of support and guidance from the PEO. She couldn't reach out to specialists at the PEO to get answers to her benefits and HR questions – instead, she had to go through general customer support. That took a lot of time out of her day and she often didn't get the answers she needed. As Laura told us,

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## Case Study Highlights

### Challenges

- One point of contact for benefits, human resources, compliance, payroll, and operational support, leading to knowledge gaps and lack of expert advice
- The Perfect Search team was largely on its own when it came to educating employees about their benefits plans and enrolling them in benefits
- Lack of clarity and excitement around benefits, reducing their impact on employee acquisition, engagement, and retention

### Solutions

- Consolidated benefits under one carrier for easier management, greater transparency, and lower costs
- Expanded ancillary benefits to increase impact with minimal financial investment
- Conducted comprehensive ongoing employee education around benefits and HR
- Extensive support team with dedicated experts for each subject area

### Results

- More competitive benefits offering compared to industry rivals
- Greater employee engagement and excitement around benefits
- Customized employee education delivers consistent value
- Ongoing support empowers the Perfect Search team

But the hands-off approach hit Laura's employee education efforts the hardest, as the PEO did little to help Perfect Search's employees understand and take advantage of their benefits. That meant that Perfect Search was investing heavily in employee benefits without a proportionate value-add for their employees. As Laura put it,

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Plus, Perfect Search's benefits were spread across several carriers, making enrollment and education that much harder. Their ancillary benefits were also not giving them a competitive advantage to attract talent. At the end of the day, the PEO's one-size-fits-all approach just didn't fit for Perfect Search. As Laura put it:

"We weren't really getting anything for the money. The pro is supposed to be that everything is in one place but it didn't really make anything easier. It just wasn't great on any front."

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The time had come to make a change. So, Perfect Search ditched their PEO and partnered with Launchways for their benefits and HR needs.

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## Launchways Delivers Customized Support and Education While Simplifying Enrollment and Expanding Benefits Offering

Launchways immediately began consolidating and expanding Perfect Search's employee benefits package. Previously, their health, dental, vision, and life insurance were all through different carriers. Launchways brought them all under the same insurer to simplify the enrollment and benefits management process and expand the benefits offered with minimal additional cost. We increased the basic life coverage, introduced employer-paid short-term disability and voluntary long-term disability, and added an employee assistance program (EAP). According to Laura, one addition that was especially valuable Perfect Search employees was a two-tiered dental program:

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Launchways also introduced ancillary benefits that made Perfect Search's benefits package truly forward-facing. The first was HealthiestYou: a comprehensive telehealth and healthcare management platform. Next, Launchways implemented CleverRX, a prescription savings card that gave Perfect Search employees greater control over their healthcare spending.

Once Perfect Search's benefits package was complete, it was time to start communicating the benefits to the team. Launchways benefits experts came into the Perfect Search office to conduct education sessions for the company's employees. These sessions were tailored to the employees' needs and expected knowledge base to maximize their impact on employee benefits engagement and utilization. In addition to group information sessions, Launchways



benefits consultants also spent time doing one-on-one consultations with employees that needed additional help selecting which plan was right for them and their family. Laura summed it up:

"Having the team come in and do a full presentation and offer one-on-ones if people want to talk about the benefits individually has been super helpful. They have been able to craft their education and messaging to our specific employee demographic and needs."

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## Perfect Search Media Moves Forward with Modern Benefits, Engaged Employees, and a True HR and Benefits Partner

Thanks to Launchways, Perfect Search's competitive benefits package is stronger than ever before. And moving forward, we are looking at ways to improve on the strong foundation we established in the first year working together. For example, Perfect Search is considering transitioning to a level-funded health plan that would give them even greater control over their employee benefits.

Launchways' employee education initiatives continue to have a significant lasting impact on the employee benefits experience. Thanks to these training sessions, employees are gaining awareness of the benefits that they already had so they can start taking advantage of them and Perfect Search can see them pay off in employee engagement and retention. A prime example is the company's college tuition benefit that helps employees save and pay for their childrens' educations. While the company has offered the benefit for years, thanks to Launchways' benefits education, employees now know about it and are starting to use it to secure their families' futures. And the education became even more important as the COVID-19 outbreak put unusual stress on employee benefits. As Laura told us,

"Launchways has been great about reminding people about the benefits that they have and reminding them that they can add ancillary benefits at any time. And they helped get answers about enrolling in telemedicine during the COVID-19 outbreak, which was invaluable for us and our team members during this challenging time."

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As strong as Launchways' employee education has been, for Perfect Search the biggest improvement over their previous partner has been the level of support that the Launchways team has provided them every step of the way. Not only is the support team more responsive, but it is more personal and hands-on, says Laura:

"Having a dedicated point person for each area has been so much better. Since a PEO is bundled, it meant that I couldn't get the level of support that was needed. Now I know that if I have a question on benefits I go to my dedicated benefits expert and if I have a question on business insurance I go to my dedicated business insurance expert. I have a specific person I know I can go to and get accurate answers, which has been much better for Perfect Search."

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Rather than doing it alone as she did with the PEO, Laura now has a team of experts supporting her through every aspect of Perfect Search's people operations. They're not a customer service team, they are a team of trusted advisors:

"The experience with the Launchways team has been really positive. The biggest benefit has been having a specific expert in each area. Response times are really fast, people are always happy to hop on a call to discuss things in more depth. Sometimes I'll have an hour-long call with the HR team to talk through handbook updates or making sure that we're in compliance with various new laws."

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Through their work with Launchways, Perfect Search is delivering meaningful benefits and a streamlined experience for their employees. That helps them maintain the best team in the business and deliver impressive results for their marketing clients. With Launchways, Perfect Search's search for a true HR and benefits partner is over.