

## ABOUT PRIMESOURCE BUILDING PRODUCTS




Industry: Construction / Building Materials

Size: 3,100 employees across 70+ locations





### CASE STUDY

PrimeSource Building Products Strengthens Employee Experience and Operational Efficiency with a Scalable Benefits Platform

### CHALLENGES SNAPSHOT

-  **Workforce Complexity**  
Acquisition-driven growth meant multiple entities, managers, and eligibility rules, making benefits harder to manage at scale.
-  **Reporting & Data Gaps**  
Manual processes and disconnected systems made it difficult to track enrollment and engagement.
-  **Compressed Timeline**  
Only two months from kickoff to open enrollment.

### SOLUTIONS

-  **bswift Platform**  
Role-based access and centralized reporting gave teams flexibility with clear oversight.
-  **Rapid Implementation**  
Built and launched in about two months through close collaboration.
-  **Emma EnrollPro™**  
Helped employees choose benefits with confidence and less HR involvement.
-  **Analytics & Partnership**  
Clear dashboards, analytics, and high-touch support.

*"bswift proved to be a truly client-focused partner. The team adapted to our expedited two-month implementation timeline and delivered a seamless Open Enrollment experience with Emma EnrollPro and an intuitive platform."*

- Remington Dewan, Total Rewards Manager, PrimeSource Building Products

### OUTCOMES

#### Live in 2 months

Up to 67% faster than a typical 4- to 6-month implementation.



#### 76% enrollment completion

Outperforming typical passive enrollment benchmarks.



#### 98% self-service enrollment

Making benefits selection fast, intuitive, and accessible.



#### Unlocked mobile enrollment

With 10% of employees choosing a more flexible, on-the-go experience.

