



FROM THE HEART

# The bswift Service Center Commitment

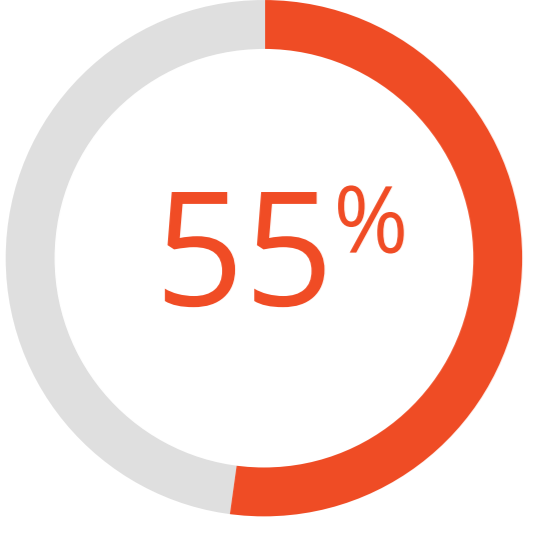
At bswift, we supplement our innovative and flexible HR tech with a strong commitment to service excellence.

*"A lot of our employees don't have access to a computer, so the typical way of enrolling is not a great option for them. One of the things that was very important to us when picking out a vendor was that they had a good service center."*

- Senior Manager of Benefits at Toyoda Gosei

## BY THE NUMBERS

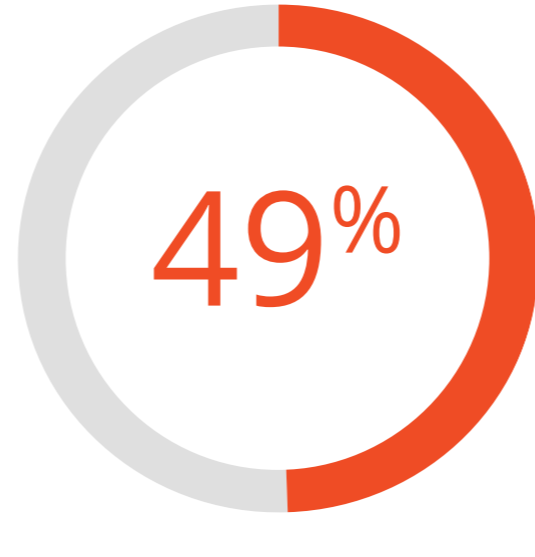
### Why is it essential to help employees understand their benefits?



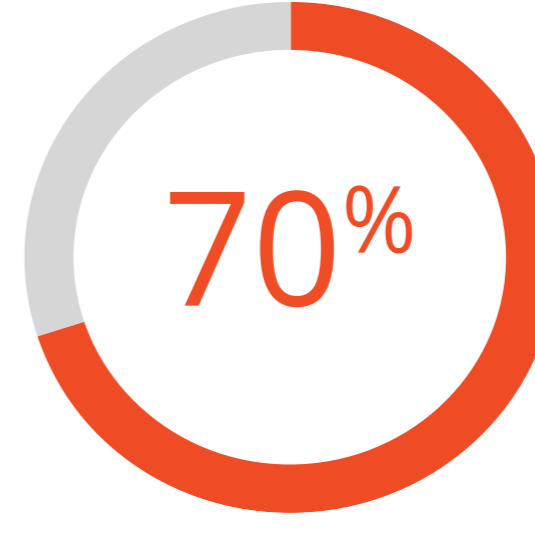
55% of employees find their health care plan overwhelming.<sup>1</sup>



Only 50% know about all or most of their employer's health care offerings.<sup>1</sup>



49% plan to switch jobs in the next year due to benefit confusion or dissatisfaction.<sup>2</sup>



Satisfied employees are 70% more likely to remain with their employer.<sup>3</sup>



And satisfied workers are 20% more productive.<sup>4</sup>

## ENHANCING EMPLOYEE SATISFACTION

### The bswift Service Center's Winning Strategy

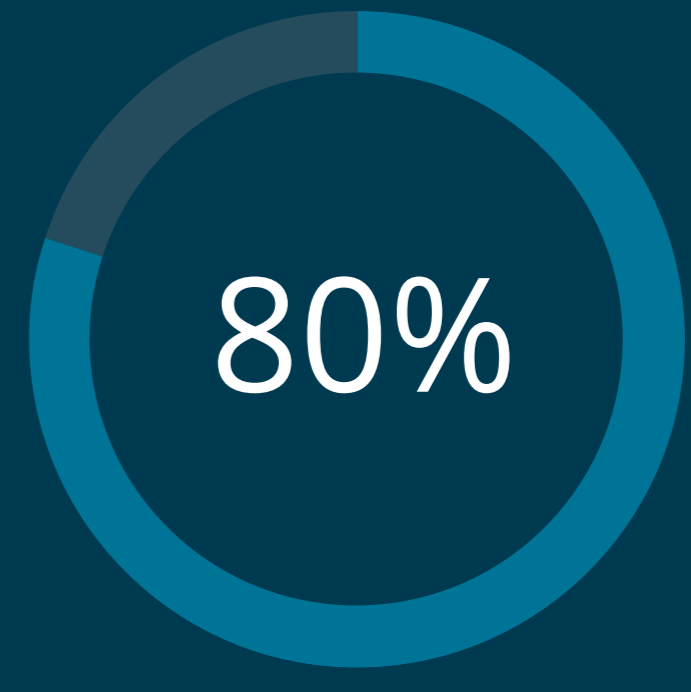
#### TALENT & EXPERIENCE



200+ representatives



Industry Experts  
7-10 years experience on average



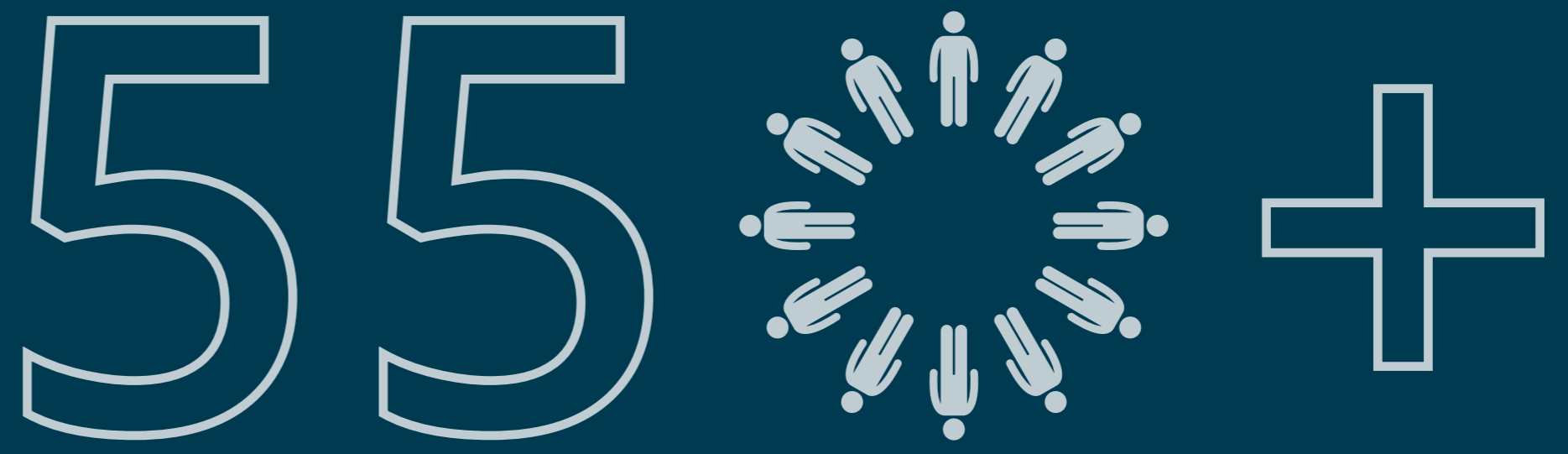
80% college educated

#### QUALITY & ACCURACY



95% satisfaction  
93% quality

#### SCALABILITY & RESPONSIVENESS



Scaling to 550+ representatives during peak periods



Average time to answer:  
Less than 30 seconds

#### WORKFORCE FLEXIBILITY



Attracting and keeping the best talent with a remote workforce

<10%  
Less than 10% turnover

## Partner with bswift for a Superior Experience

*"bswift is really our tier one customer service arm...our first line of defense when it comes to our employee needs."*

- Vice President of Health and Welfare for Omnicom Group

[bswift.com](http://bswift.com)

<sup>1</sup>(One Medical) The State of Workplace Health <https://www.onemedical.com/business/resource-center/workplace-health-report-2023/>

<sup>2</sup>(Aflac) Why Do Workers Leave? [https://www.aflac.com/us/en/docs/workforce/viewpoint\\_whyworkersleave.pdf](https://www.aflac.com/us/en/docs/workforce/viewpoint_whyworkersleave.pdf)

<sup>3</sup>(MetLife) What your employees want: choice, relevance and guidance <https://www.metlife.com/workforce/what-your-employees-want/>

<sup>4</sup>(Social Market Foundation) Happiness and productivity: Understanding the happy-productive worker <http://www.smf.co.uk/wp-content/uploads/2015/10/Social-Market-Foundation-Publication-Briefing-CAGE-4-Are-happy-workers-more-productive-281015.pdf>