



## CUSTOMER SUCCESS STORY

**CUSTOMER**

Asurion

**INDUSTRY**

Communication and Utilities

**LOCATION**

Nashville, Tennessee

**Number of Locations**

Six in North America and nine globally

**Number of Employees**

2,500

**SYSTEM**

Sage Abra HRMS

**Sage Software Products in Operation:**

- Abra HR
- Abra Benefits Enrollment
- Abra Attendance
- Abra Train
- Abra ESS

## Abra Benefits Enrollment Dispatches Time and Money Savings to Asurion

Asurion is the leading provider of specialty insurance and other marketing services to the wireless telecommunications industry. When you subscribe to roadside assistance through your wireless carrier, you will most likely be calling Asurion to dispatch help when you need it. The company has two offices in the U.S. and one in Canada. As Asurion grew from 600 employees to 2,500 in just two years, its human resources (HR) department called on Abra Benefits Enrollment for assistance.

### Removing Paperwork from Benefits Enrollment Accelerates Process

Asurion's open enrollment process took its HR staff about four weeks. They would spend about two weeks getting completed forms from employees, another two weeks accumulating data and ensuring it was input into its HR system correctly, and still more time reporting to its benefits carriers. Implementing Abra Benefits Enrollment, with online open enrollment and life events management, cut the process by more than 80 percent.



"When I started with Asurion, we were about one thousand strong," says Amy Burnham, HRIS Manager at Asurion. "A year later, we'd more than doubled our size. Because of our rapid growth, it became difficult for our benefits group to get through the paperwork at open enrollment time."

Then Asurion's reseller told them about Abra Benefits Enrollment. Adds Burnham, "Abra Benefits Enrollment eases our administrative burden and helps us comply with our benefit carrier's requirement that we enroll new employees within 30 days. It also enabled us to eliminate paper forms."

**CHALLENGE**

Growing from 600 employees to 2,500 in two years made open enrollment process difficult due to benefit provider's requirement that enrollment be completed within 30 days of hire.

**SOLUTION**

Abra Benefits Enrollment, integrated with Sage Abra HRMS, which puts information input into employees' hands.

**RESULTS**

Cut open enrollment administration processing time by more than 80 percent; allowed benefits team to focus on strategic initiatives.

*"The benefits group went from a five or ten-minute data entry and benefits review process for each employee, to about one minute with no data entry."*

—Amy Burnham  
HRIS Manager  
Asurion

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



Without Abra Benefits Enrollment, Asurion's HR department would require two or more additional people to handle the workload. "The benefits group went from a five or ten-minute data entry and benefits review process for each employee, to about one minute with no data entry," says Burnham. "With the life events management feature, new hires and employees experiencing a qualifying event can change their dependents, beneficiaries, and marital status at any time throughout the year. Abra Benefits Enrollment helped us eliminate day-to-day benefits administration maintenance, allowing the benefits team to focus on strategic initiatives.

### On the Road to Savings

Asurion was using a benefits carrier that required some in-house administration. The company self-funded a bank account where the carrier would cut checks to service their providers. "We switched to a different carrier that handles things externally. The plan itself will save us a tremendous amount of money over the course of three to four years, but the provider has tighter guidelines surrounding enrollment and qualifying events, payments, and liabilities. Abra Benefits Enrollment enables us to tighten the requirements and processes internally, so we meet qualifications for the plan. Without Sage Abra HRMS, we would not be able to meet the new plan's requirements nor reach the potential savings it provides."

### Implementation Provides Peace of Mind

Asurion analyzed many other benefits enrollment software systems and concluded that Abra Benefits Enrollment powerfully integrated with Sage Abra HRMS that they were already using. Says Burnham, "Our focus was to be up and ready for our December open enrollment and January go-

live date with the new benefits plans. We were able to deploy it within six weeks."

She adds, "It helped having a high number of employees with access to computers. Because Abra Benefits Enrollment is a Web-based application, we pushed it out through Microsoft Internet Explorer to employees' desktops, instead of IT having to install an actual application on employees' hard drives. We were confident our reseller's support and commitment would enable us to meet our implementation deadline—and we did."