

# Employee Benefits Plans:

4 Things your advisor should deliver to help you get a competitive edge in today's market.

ZLC

EMPLOYEE BENEFITS  
SOLUTIONS



## 1. Competitive Rates

When working with an employee benefits advisor you should expect insights on sustainable savings--not just short-term strategies. An employee benefits advisor that can leverage a buying consortium will provide buying power and pass on savings to their clients.

## 2. Flexibility

No two organizations are the same and your employees have ever-changing needs. Your employee benefits advisor should provide the same flexibility!

## 3. Industry Expertise

Your employee benefits advisor should be a specialist in the industry, with 100% of their time focused on employee benefits programs.

## 4. Independence

Your employee benefits advisor firm should be focused on you, their client, with no financial ties to insurers or service providers.

In today's competitive job market, attracting and retaining top talent is crucial for business success. One of the key aspects that prospective employees consider when evaluating job opportunities is the benefits package offered by an organization. To design an attractive and comprehensive benefits package, leaders often seek the guidance of an employee benefits advisor.

However, not all advisors are created equal. Leaders must carefully evaluate and select an advisor who can provide expertise and valuable insights to create benefits programs that align with their organization's goals and meet the needs of their workforce. This ebook will highlight the 4 things you should be receiving from your employee benefits advisor so that your organization, and your plan, can offer a competitive edge.

**Read on to understand these top four requirements and why they are essential.**

# #1 Competitive Rates

This seems like a no brainer. It is! However, when reviewing an employee benefits proposal for a plan (as well as your subsequent renewals) leaders need to dig a little deeper. Examine the stability and cost-effectiveness of the insurance provider to ensure that they have the resources to fulfill their obligations and provide consistent service. How long have they been doing business and what is their reputation in the market?

Any insurance provider and employee benefits advisor can provide a lower pricing structure by adjusting deductibles, co-pays, and out-of-pocket expenses. However, an insurance provider that offers competitive pricing without compromising on the quality and coverage of the benefits provided will be beneficial for both the organization, as well as its employees. Additionally, lots of initial proposals presented by advisors are designed to encourage a “switch” and they may seem competitive in the first year, but those savings quickly disappear at the first and second renewals.

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## #2 Flexibility

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An effective employee benefits advisor should conduct a thorough analysis of your organization's goals, culture, and budgetary constraints. A good advisor will conduct a thorough analysis of your workforce demographics, recognize your employees' needs and preferences, and align your employee benefits program to attract and retain the key talent you need to run your organization. They will help you craft a benefits strategy that strikes a balance between employee satisfaction and cost-effectiveness.

Ultimately every organization has different employee demographics, goals, and budgets. Therefore, a good employee benefits advisor goes beyond simply recommending off-the-shelf benefits programs. They must be able to provide a customized solution tailored to your company's specific employee needs. They should be flexible and creative in designing a benefits program that reflects your company's values and culture. Avoid employee benefits advisors who provide a one-size-fits-all approach, as it may not meet your unique requirements or give you a competitive edge in the job market.



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## #3 Industry Expertise

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Another important factor to consider when selecting an employee benefits advisor is their expertise and experience in the industry. They should be an employee benefits specialist, that focuses 100% of their time on employee benefits and has access to the widest range of solutions. Your employee benefits advisor is your company's quarterback when it comes to your company's goals, and works with insurance providers on your behalf. In order to best negotiate on your behalf, they should have specialized skills that give them insights into how the insurance industry works and underwriting expertise independent of the insurers.

They must have significant experience in this role and should possess in-depth knowledge of various employee benefits plans. They should also stay updated on industry trends, legal and legislative compliance, and emerging best practices. Look for an employee benefits advisor who has a proven track record of working with organizations similar in size and industry to your own, as they will have a better understanding of your unique needs and challenges.



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## #4 Independence

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You need to ask yourself if your employee benefits advisor is an enterprise that first and foremost manages their organization exclusively around financial prosperity. Is your advisor influenced by foreign ownership or ownership by the very insurance industry that they negotiate with? Your employee benefits advisor should be completely independent with no financial ties to insurers or service provider's products. In addition to independence, seasoned employee benefits advisors will have staff that are client-focused and motivated to support clients with top-tier customer service.

Leaders responsible with securing employee benefits should understand that a strong reputation for customer service and low turnover is crucial in choosing a group benefits advisor. Consider their responsiveness, accessibility, and ability to address and resolve employee inquiries and issues in a timely manner. Particularly during your annual renewal process, evaluate the level of customer service and support offered by your employee benefits advisor. An advisor that offers dedicated account management and employee support services can greatly enhance the overall employee experience and minimize frustrations related to benefits at your organization.



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## Conclusion

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Selecting the right employee benefits advisor is a critical decision that can greatly impact the success of your benefits programs and overall employee satisfaction. If you aren't confident that you are using an independent, employee benefits specialist in your market, you are likely paying too much, and receiving incorrect advice.

Executives who work with an employee benefits advisor that delivers independence, expertise, plan flexibility and cost savings will have a valuable partner in designing and managing employee benefits that attract and retain top talent. Invest time in researching and interviewing potential employee benefits advisors to confirm their alignment with your organizational values, goals, and specific requirements.

Have specific questions about your benefits package?  
Reach out to our dedicated team of experts for advice and customized solutions.





ZLC Employee Benefits Solutions provides employee benefits programs that are affordable, sustainable, and relevant to the employees that support our clients' business. We are very proud to offer a proprietary Small Business Benefits Solution that was created over 25 years and provides lower sustainable insurer expense charges, stability at renewals through a shared-risk model, and access to more robust benefits plan designs. We leverage the skills of one of the most skilled benefits teams in the market – collectively over 400 years of experience within our team of 20 benefits specialists, having worked with clients ranging from 3 to 75,000 plan members for over 35 years. As an independent insurance brokerage, we provide professional and impartial advice that is focused on the best interest of our clients. For a hassle-free quote, please contact us at [info@zlc.net](mailto:info@zlc.net)

