



Fuel Growth with Partner Communities

A national provider of employee benefits, payroll, HR and employer services, BenefitMall provides access to affordable, quality workforce solutions to more than 200,000 small and medium-sized businesses through its network of 20,000 Payroll Partners

Client: BenefitMall

Industry: Financial Services





"We wanted to update our outdated broker platform, but the most important part of the project was providing a higher level of transparency to our customers so we could provide better service to them and their clients. Argano's expertise helped us create an easy-to-use digital platform to show our customers we combine our service with technology, far surpassing our competitors."

Project Manager
BenefitMall

Challenge

Serving a large network of payroll partners, BenefitMall needed to improve user experience by providing their brokers with features that were lacking in their homegrown legacy system.

- Partners struggled to identify up-sell and cross-sell opportunities
- Users were frustrated by the system's sluggish, disconnected manual and digital experiences, poor communication tools and lack of business intelligence
- High support call volumes indicated trouble with their existing system, resulting in steep internal operational costs

Beyond improving service and increasing sales and revenue, the company hoped to lower internal costs and reduce support calls by adding self-service capabilities to its partner experience.

Solution

BenefitMall engaged Argano to build and deploy a custom partner community that would help brokers sell more faster by providing seamless access to digital sales tools, key customer data, and omni-channel support capabilities. The solution was comprised of:

- Custom Salesforce Experience Cloud implementation
- SSO omni-channel support, including Live Agent chat, email, web and phone-based options
- Multiple API / Batch integrations
- Telephony integration for one-touch call transfers

With this new, Salesforce-powered portal, BenefitMall brokers now have instant access to the critical sales tools they need to close deals, and BenefitMall is better positioned to retain existing partners and attract new brokers to its network.

Results

- Reduced inbound service calls
- Seamless customer experience
- Lower technology costs

To learn more contact us today at salesforce@argano.com.

About Argano

Argano, a next-generation business and technology services provider, builds Digital Foundations that make businesses run better. We are committed to helping clients think differently about how they deploy and manage people, processes, and technology. Combining strategic consulting and services, we deliver interconnected solutions that enable innovation and drive operational excellence.

