

From software to service, marketing automation company finds Insperity a relief

Number of U.S. employees: 9 (50 globally)

Headquarters: Fort Worth, Texas

Insperity client: Since 2016



Marketing automation is an ever-growing industry, so to set itself apart, Sojourn Solutions dedicates itself to the mantra: “We won’t compromise.” So, when the leadership realized they were compromising HR-related efficiency and expertise by going with another human resources provider, they turned to Insperity – a company whose values matched their own.

Sojourn Solutions helps business-to-business organizations navigate the digital landscape through improved marketing operations, processes and technology. It leaves the HR administration to Insperity.

The challenge

Sojourn Solutions had a growing workforce of U.S. employees in 2016 when it went looking for a new HR provider. It needed a service company that could provide benefits to its employees and handle the HR-related issues surrounding its entirely remote, multi-state workforce.

With Sojourn Solutions’ previous HR provider, the health care costs were “outrageous” once the company started adding employees to its plan, said managing partner Emily Bennett.

And staying compliant and up-to-date with employment laws across several states can be time-consuming. She found relief and a trusted partner in her Insperity team.

“Customer service from the other provider was bad. I struggled to deal with them. And making the transition was easy,” Bennett said.

The solution

Because of the company’s commitment to its employees, Bennett and her partners opted for the Insperity® Workforce Optimization® solution – the premium HR services bundle. In addition, they also take advantage of Insperity retirement services’ 401(k) offering as well as obtaining business insurance through Insperity’s insurance broker, Insperity Insurance Services, LLC.

Bennett said being able to offer retirement savings benefits to employees helps attract and retain good employees. The breadth and depth of knowledge of the insurance and retirement services teams impressed her and helped her make good decisions about insurance coverage and how to stay competitive in benefits offerings.

“I had open and candid conversations that really helped me make good decisions,” she said.

Among the first things that Insperity did to align the Sojourn Solutions workforce was to create an employee handbook. It seems so simple a thing, but with employees in multiple states and multiple compliance issues in those states, it was a complex puzzle.

“For me to have to study about workers’ compensation, PTO, bereavement or other HR-related issues in every state would be incredibly time-consuming. Insperity just handled it. It’s a huge help,” Bennett said. “For me to have crafted that handbook – it probably wouldn’t have gotten done.”

“Insperity makes everything around HR and payroll extremely easy. And I can focus on other things.”

– Emily Bennett,
Managing Partner

The value

The amount of time Bennett saves on human resources administration now is spent helping make money for her company. Instead of time trying to track down payroll, PTO or health insurance issues, she now spends it training, mentoring and helping the team be more productive. Bennett said being able to use her time to support company goals rather than chasing down HR paperwork is essentially a cost saving.

“I know that if I have any HR-related question, I can reach out, and lickety-split, usually within an hour – definitely within the day – I have an answer from Insperty,” Bennett said.

Sojourn Solutions and its employees live in the digital data world, helping companies capture marketing data so businesses can respond better to clients’ needs. Doing business with companies who understand the value of a premium online presence and service is important to them. Bennett said she found that with Insperty.

“There is an amazing online presence. The employees love it. They can get their PTO balance, look at their retirement account, what benefits are available – it’s all there for them.”

What would she tell a business owner on the fence about working with Insperty? “The cost might be a little higher than others, but it’s worth it to us. You’re going to save an enormous amount of time – and ultimately money – because Insperty is extremely responsive. You’re going to love it.”

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