

BJORK GROUP CLIENT CASE STUDY: RESPONSE TEAM 1

Response Team 1's participation in ancillary lines of coverage jumped from 50% to 70% after the group's first enrollment on the Maxwell platform, resulting in **happier employees, RT1 leadership who know their benefits are valued, and brand new revenue for The Bjork Group.**



The Bjork Group is a family-owned employee benefits consulting firm. Founded in 1976, the Chicago-based firm has grown and evolved with the needs of middle market businesses to become a single source for forward-thinking corporate benefit solutions including health and welfare, retirement, and benefits administration technology. Their process-driven approach along with a national client base and long-term focus have positioned the firm to provide guidance through the constantly evolving employee benefits landscape.



Response Team 1 is an award-winning national leader in the property restoration, catastrophic loss recovery and multifamily renovation industries. They are committed to get life back to normal quickly and correctly for their customers.

THE PROBLEM

Through a series of acquisitions of small- to mid-sized employers across the country, Response Team 1 began to face serious challenges trying to manage paper-intensive legacy administrative, payroll, and benefits programs. With over 400 employees across 11 states, you can imagine the complexity faced by the HR team and leadership when it came to benefits. When The Bjork Group came in to help them consolidate, they had fourteen different group benefit plans.

THE SOLUTION



The Bjork Group recognized that they needed to help Response Team 1 get set up on a truly paperless system that could help them track employees, allow HR to figure out who needed to finish enrollment, and return clean data so that they could accurately run payroll. This was all accomplished by onboarding them onto Maxwell Health.

With Maxwell, Response Team 1's HR department can now process enrollment paperlessly (which is great for employees in remote offices), track employees throughout the enrollment process, and ensure their data stays centralized and up-to-date.

The Bjork Group was able to take Response Team 1 from a fragmented benefits strategy, with poor participation and murky visibility for HR, to a benefits strategy that takes into account their unique team makeup and multiple locations, with much higher participation than had previously been achieved, all on a paperless, streamlined system that employees and HR both love.