

Building an Agency with Employee Navigator

SimparaHR of St. Louis, Missouri was founded in 2016 by Adam Berkowitz, a former technology lead at a regional insurance agency, who was recently named a 2018 Rising Star Advisor by Employee Benefit Advisor Magazine. As a new agency Berkowitz understood the importance of leveraging technology to scale and differentiate his agency. Having worked with Employee Navigator for six years in his previous role, Berkowitz knew the value it could provide both his agency and his client's, so he decided to build his agency from the ground up with technology.

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ADAM BERKOWITZ

At Simpara every client is on Employee Navigator. They consider it their job to show business owners and HR professionals that there is, in fact, another way forward into a modern benefits sphere. Clients are excited about this opportunity for change with one business owner remarking, “It’s like they brought us out of the stone-ages and into the modern way of doing things.”

“With technology at the core of how we operate our business at Simpara, the value Employee Navigator brings to both our agency and clients has transformed the way we do everything.”

The three goals we have for every employer are to deliver operational efficiencies, boost employee engagement, and reduce the health benefits spending by 20% - 40%. Insurance has traditionally been the whole conversation and we are seeking to change that. Leveraging Employee Navigator allow us to remove the burden of tedious tasks from our agency, so we can shift into a more elevated consultative role. This time gained in leveraging technology is the single thing that allows us to focus on delivering cost savings, advocacy, and engagement opportunities that our competition doesn’t provide. Our belief that benefits can be better coupled with this incredible technology is why 100% of our clients participate on the platform. To sell a client on Employee Navigator is simply to do our job as a modern agency focused on delivering results that reduce cost while providing a better employee experience.

Asked what advice he would offer new customers of Employee Navigator Berkowitz remarked, “Create space within your organization to own the technology and make it a comprehensive part of the way you do business. Multiple platforms and data spread across systems lead to inefficiencies. This requires the engagement of the entire agency understanding the depth and breadth of the tool while leveraging the system on a daily basis. When used effectively Employee Navigator can be the bedrock of a high performing agency.”