

# Why bswift?

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Just ask Sherine High, Corporate Senior Manager for Benefits and Compensation at Dentsply International, the largest professional dental products company in the world. Based in York, Pennsylvania, Dentsply is a publicly-traded company with more than 8,500 associates and 30 business units serving more than 120 worldwide markets.

When High joined Dentsply in late 2005, the company had been using an online enrollment tool that was only available for two weeks out of the year. So High reallocated the funding that had been budgeted for this limited enrollment tool and set out to find a reliable, state-of-the-art, rules-based benefits administration system.

After a rigorous RFP and interview process, Dentsply decided to go with bswift. “bswift’s comprehensive knowledge and responsiveness stood out,” says High. “And our expectations continue to be surpassed. bswift personifies what it means to be a well-functioning ASP. During the implementation, bswift was flexible but still made sure that we met our goal even with a very tight timeline.”

Because Dentsply North America had grown significantly over the years through acquisitions, it had HR personnel throughout the country managing different benefit programs. “bswift changed our benefit service delivery model completely,” explains High. “It helped us take a large, diverse

company to the next level with respect to our benefit offerings. We’re now able to administer our programs in an automated fashion with a rules-based benefits system that’s fair and consistent, based on employment status and benefits class eligibility.”

“We also now have a powerful 24/7 associate self-service module, plus direct links to carriers and a large repository of information that previously our employees had to obtain from their HR department,” says High. This was crucial to a company with a large sales force scattered around the country as well as a diverse manufacturing and professional population.

“In addition to accessing the HR department directly, we wanted all our associates to have access to the system from home or during ‘off hours’ when it suited their schedule,” says High. She set up on-site kiosks for the production workers and had HR staff provide training and individual walk-throughs of the system. At first, there was some resistance, but feedback from the rollout was that it was the smoothest online enrollment deployment in Dentsply history.

Additionally, Dentsply uses several HRIS features on bswift. For example, the Diversity Manager partnered with High to use bswift for tracking EEO and Vets data to meet current compliance regulations. Dentsply also relies



## INDUSTRY

Dental Products Manufacturer

## SOLUTIONS

Benefits Enrollment & Administration: bswift

HRIS/Payroll: ADP

## WHY BSWIFT?

Customer service responsiveness

Flexibility

24/7 access and employee self-service

Reporting tools

HRIS capabilities

Total compensation statements

heavily on bswift’s extensive reporting capabilities. “Things like New Hire or other pertinent demographic reports out of our old system were extremely cumbersome and were not as intuitive or customizable as those available on bswift,” says High. In addition, High’s staff runs all of Dentsply’s List Bills out of bswift in order to save time and is currently working with its Account Manager to deploy bswift’s Leave of Absence tracking system due out later this year.