

Why bswift?

“ In the brokering world today, online enrollment tools are a must-have. It’s critical to have a system that can help you stand out, which is absolutely what we have with bswift.”

Just ask Mark Rieder, Senior Vice President, or Shannon McCloud, Business Process Supervisor, at NFP Benefits Partners, a firm based in New York, New York representing over 40,000 corporate clients nationally. NFP, a bswift reseller since 2009, administers benefits on the bswift platform for more than 226 clients, totaling over 30,000 employees.

Rieder leads NFP’s Benefits Integration Group, which centrally implements benefits administration solutions for over 200 NFP offices across the country. Prior to partnering with bswift, NFP had a combination approach which included paper-based processes and a web-based tool. “Our prior ben admin tool was really only an open enrollment engine. It did not lend itself to historic reporting or have the data integrity we needed,” says Rieder.

NFP was looking for a solution that went way beyond the standard enrollment worksheet. Reflecting on their search, Rieder explains: “There are a ton of companies out there that claim to have a benefits administration module, but they’re usually just data gathering tools. bswift is an educational product that guides employees through the entire benefits enrollment process with ease.”

Rieder highlights bswift’s elegant user interface, the ability for employees to upload dependent eligibility documentation (such as birth certificates) on their own, the bswift Benefits app for access to benefit plan information on-the-go, and the video library as attributes that enhance the employee shopping experience. McCloud adds, “bswift is much more aesthetically pleasing; it’s not a cookie cutter site. Having the ability to incorporate custom images and videos goes a long way with our clients and their employees.”

Beyond the employee experience, NFP values bswift’s investment in its HR and administrator tools. “The reporting module that bswift has is great,” says Rieder. “It incorporates all of the custom fields we have immediately, without having to map or refresh the system. It’s really easy for the layman to navigate.” Rieder also points out the bswift Dashboard and Benchmarking tools allow his clients to make decisions based on real data and in real time.

Rieder ultimately credits NFP’s success in the bswift reseller program with their ability to help drive the development of the system without having to become a technology company. “We don’t have to hire



BSWIFT RESELLER PARTNER

WHY BSWIFT?

- Innovative, flexible technology
- Educational enrollment process
- Image & video library
- Elegant user interface
- Robust reporting & benchmarking tools

programmers or worry about all that goes into creating a quality product, yet we are able to make recommendations and suggestions on behalf of our clients.” McCloud adds, “We truly have the ability to affect enhancements. With bswift, I know that someone is really taking our ideas into consideration.”

Looking to the future, Rieder is confident that NFP will continue to attract and retain new business with bswift. “In the brokering world today, online enrollment tools are a must-have. It’s critical to have a system that can help you stand out, which is absolutely what we have with bswift.”