Why bswift?

"The bswift system is embraced by our culture. It really fits in with who we are."

Just ask Jennifer Pagels, Manager of Human Resources for the Trek Bicycle Corporation, based in Waterloo, Wisconsin. Trek employs over 1,700 people worldwide and is the largest bicycle company in the United States. The company is famous for its carbon fiber frames and even more famous for making the bikes that Lance Armstrong pedaled to seven victories in the Tour de France.

When Pagels arrived at Trek in 2005, the company's HR department was still dependent on manual processes and reams of paper. Enrollment forms had to be double and triple copied, manually entered into the company's payroll system and then faxed or re-entered online for several different vendors. In addition to using up a lot of paper and a lot of time, Trek's manual process left a lot of room for errors – from illegible faxes to data entry typos to premium overpayments.

In addition, the old manual process meant that it took several weeks before employees were "active" in the carriers' systems; with bswift, employees are active in less than one week. "As an employer that offers benefits from day one, this is a huge step forward," explains Pagels. "Many times employees had to pay out-of-pocket for their care until the insurance company updated the system and was able to reimburse."

Pagels selected bswift over the solution offered by Trek's payroll system in large part because of the service and support offered by bswift. With the payroll vendor's system, much of the set-up, configuration and ongoing maintenance of the system and the EDI vendor feeds would have been Trek's responsibility or would have required additional expense. "The ongoing support was not there," says Pagels.

"It was simply software. Let's say we changed from 24 pay periods to 26 – we would have to go in and try to figure out how to change the rules in the system. That's not what we want to spend our time doing."

Pagels also points to the strength of bswift's EDI vendor feeds, system reports, premium reconciliation tools, and the overall simplicity and user-friendliness of the system. And as a manufacturing company, the ability for all employees to access the system on the Internet from home or from a production site kiosk is a big plus.

Although Pagels initially began using bswift as a way to reduce paperwork and streamline the enrollment process, she discovered that bswift has had a big impact on employee communication as well. "It has made it easy for employees to get a snapshot of their current benefits," explains Pagels. "In many cases, employees had no idea how much coverage they had, who was covered, etc. It also highlights the extent of Trek's expense for insurance. Many employees were surprised to see exactly how much Trek contributes to their benefits."

INDUSTRY

Bicycle Manufacturer

SOLUTIONS

Benefits Enrollment & Administration: bswift

HRIS/Payroll: Ultimate Software

WHY BSWIFT?

Software and service

Reporting and billing reconciliation tools

Simplicity and user friendliness

24/7 access for manufacturing employees

Supports Trek's "green" initiative and company culture

Finally, as a "paperless," self-service solution, bswift also fit in well with Trek's company culture. It supports Trek's strong "green" initiative by reducing paper usage and it encourages employee ownership by making the employee a proactive partner in benefits selection, enrollment and personal information updates. "The bswift system is embraced by our culture," adds Pagels. "It really fits in with who we are."