

Cottingham & Butler Drives Engagement, Wins BORs, and Gets Big ROI; How this Agency is Doing it Right

After contracting with ThinkHR for only a few months, Cottingham & Butler received several unsolicited client testimonials. Brad Plummer, Senior vice president, shared why these clients had taken time out of their hectic days to tell Cottingham & Butler how much they appreciated People Risk Management (PRM) from ThinkHR.

Challenge

With any new resource, there are concerns about whether clients will use it and find it valuable. ThinkHR's People Risk Management was no exception. Plummer was adamant his team use PRM, and even more importantly, share it with clients.

ROI was important to Cottingham & Butler, but so was proof to agency leadership that ThinkHR was being well-communicated to clients and that account teams were using the resources to advance their own knowledge as well.

Solution

Plummer has found open and clear communication is vital when bringing any new resource to his staff. Team emails, regular internal webinars, and monthly meetings are a big part of the success he has in getting — and keeping — everyone on the same page. Plummer also emphasized to the account teams that PRM is an important resource investment and usage reports and client feedback will be checked regularly.



After just one month of having ThinkHR, I was pleasantly surprised to see the high level of usage by our clients.

I think one of the reasons we have such high engagement internally is due to how I framed it to the team. We are offering ThinkHR to our groups as a business solution, and I was transparent with my teams about the financial investment Cottingham & Butler was making. This knowledge drives our account teams to share ThinkHR regularly with their groups.”

Brad Plummer
Senior Vice President
Cottingham & Butler



Cottingham & Butler

Cottingham & Butler began including information about ThinkHR's PRM to its groups in the agency's regular email blasts. Account teams highlight PRM as an agency differentiator, discussing the solutions at each group's annual review. They remind their contacts about PRM at prerenewal meetings. The agency also sends compliance emails to its clients, highlighting PRM as a compliance resource. Account teams are encouraged to solicit feedback from their groups about how they are using PRM and how they feel about the resource.

Plummer explains, "We tell prospects and clients that we understand the challenges of their company's very lean HR teams who are trying to do more with less. We acknowledge their need by investing in ThinkHR to make their lives easier, and they are thrilled with the resource."

ROI Results:

After only one month partnering with ThinkHR, Plummer was reviewing data reports regularly and was "pleasantly surprised at the level of usage."

In the first month, Cottingham & Butler and its clients asked ThinkHR's Live team 25 questions. In the following four months, that increased to more than 300 questions.

ThinkHR's Comply, their HR and compliance resource center, has received more than 10,000 page visits from Cottingham & Butler and its clients in that same five-month period.

Producer Jamie Bishop shared, "ThinkHR has tipped the scales in our direction to win BORs more than once. We want to talk to all of our prospects about this resource."

Happy Client Now ... and Later

Cottingham & Butler has been very pleased with the client feedback they are receiving and has plans to ensure continued success.

Kim Beck, a producer at Cottingham & Butler, said, “Having the ability to not only look up state-specific information on the site, but to also get state-specific answers from the Advisor, was huge to my group. My transportation clients love that the Advisors speak the language of their industry and can give them details on multi-state issues. They are happy that Cottingham & Butler is giving them ThinkHR’s PRM.”

To keep the momentum going strong, Cottingham & Butler holds quarterly PRM overview webinars for clients and staff.

Cottingham & Butler and ThinkHR: By the Numbers

Over a three year period, ThinkHR’s People Risk Management solution has generated thousands of valuable interactions for Cottingham & Butler clients.

2800+ Live advisor consultations	20K completed Learn trainings	60K views of ThinkHR’s Comply resource library	180 Living Handbooks with ongoing updates created
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I forgot to tell you on the phone how impressed I was with ThinkHR. On Friday, we had an issue with an employee that we wanted to terminate but didn’t know if some of the underlying issues with this employee would prevent us from termination. I called ThinkHR and told the Live advisor my issue and she gave me a very detailed answer and things to consider in this situation. I especially LOVED the follow-up email she sent later covering all of the points we talked about on the phone. To me this is an awesome benefit Cottingham & Butler offers!”

– Sara S. Agriculture Employer with 300 employees