

Mini Case Study: Watkins Insurance Group

“Mineral’s internal support is a game changer. We have to be Benefits and ACA experts, as well as understand the related touch points that involve HR, state and federal laws, compliance, taxes and more. Mineral comprehensively supports our team as well as our clients. It is our number one favorite resource.”

— Jessica Gardner, Resource Manager, Watkins Insurance Group

Challenges

Needed to overcome the following challenges when choosing Mineral:

- Enhance their role as trusted advisor to clients
- Deliver comprehensive solutions to clients
- Differentiate services from competitors
- Engage new prospects
- Create cross-sell opportunities
- Increase retention
- Enhance efficiency of serving clients
- Scale agency HR consulting practice

Evaluated the following vendors before selecting Mineral:

- Zywave

Use Case

Rates the following Mineral capabilities as **best in class**:

- ability to educate clients to stay ahead of risk
- ease of use of platform
- quality of training courses
- comprehensive HR and compliance content library
- handbook creation tool
- live access to certified HR professionals

Results

Realized the following benefits with Mineral:

- Improved client relationships and engagement
- Increased service model efficiencies
- Decreased service time to answer HR and compliance questions for clients

Since implementing Mineral, Watkins Insurance:

- Rated the time savings and efficiencies created for their organization as **extremely significant**
- Saw a return on their investment in **less than 3 months**

Company Profile

Company:
Watkins Insurance Group

Company Size:
Medium Enterprise

Industry:
Insurance

About Mineral

Trusted by more than 500,000 companies, Mineral is the HR and compliance leader for growing businesses. Mineral’s proactive solutions take the guesswork out of HR and compliance, giving clients peace of mind. The company combines data, technology, and human expertise to drive innovation and personalized guidance. Mineral’s network of partnerships has enabled it to build the largest HR community in the U.S. Mineral was formerly known as the combined entity of ThinkHR and Mammoth. For more information, visit trustmineral.com.

Learn More:

[Mineral](#)

Source: Jessica Gardner, Resource Manager, Watkins Insurance Group

Research by **TechValidate**
by SurveyMonkey

This case study of Watkins Insurance Group is based on a December 2020 survey of Mineral customers by TechValidate, a 3rd-party research service.