

Mini Case Study: GSM Insurors



“Mineral is the most cost effective HR platform we’ve found, providing more value for the investment to my agency and clients compared to other vendors.”

—John Debler, Producer – Benefits, GSM Insurors

Challenges

Evaluated or replaced the following vendors, prior to partnering with Mineral to provide their clients with HR and compliance expertise:

- Zywave
- Zywave / HR 360
- HR Service

Experienced the following challenges with their previous HR and compliance vendor(s), prompting them to evaluate Mineral:

- Untimely support/poor customer experience
- Usability of platform

The primary reason that drove their decision to partner with Mineral:
Competitive differentiation

Use Case

What their clients **valued the most** from Mineral compared to a previous solution offered:

- Live access to certified HR professionals

Rates the following Mineral capabilities as **significantly better** compared to other HR and compliance vendors they’ve evaluated or used prior:

- Breadth of capabilities and offerings
- Ease of use for increased adoption
- Technical support responsiveness
- Live access to certified HR professionals
- Value returned for the price
- Overall platform performance

Results

Experienced the following benefits as a result of partnering with Mineral:

- Increased competitive differentiation
- Improved client relationships and engagement
- Decreased service time to answer HR and compliance questions for clients
- Saved time
- Experienced higher client satisfaction

Overall, the partner saw a return on their investment within **4-6 months**.

Company Profile

Company:
GSM Insurors

Company Size:
Small Business

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.

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