

## Mini Case Study: Spectrum Insurance Group



Of all the platforms we use, the Mineral Platform is my favorite to promote to clients. In the last 12 months, we've been able to achieve better communication with our clients and provide easy access to creating handbooks, policies, forms, and training courses. The Mineral Experts give excellent advice, and you know they're providing the most current and accurate information.

- Kristeanna Crick, Client Experience Specialist, Spectrum Insurance Group

### Challenges

The vendors they evaluated or replaced prior to partnering with Mineral:

- Zywave
- KPA

Experienced the following challenges with their previous HR and compliance vendor(s):

- Cost of solutions/service
- Usability of platform

Primary reason that drove their decision to partner with Mineral: **Mineral Experts**

### 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 **best in class** compared to other HR and compliance vendors/competitors:

- Ease of use for increased adoption
- Live access to certified HR professionals

Rates the following Mineral capabilities as **better** compared to other HR and compliance vendors/competitors:

- Breadth of capabilities and offerings
- Technical support responsiveness
- Value returned for the price
- Overall platform performance

### Results

Realized the following benefits with Mineral, compared to a different solution:

- Improved client relationships and engagement
- Enhanced peace of mind for clients
- Improved client value
- Saved time
- Experienced higher client satisfaction

Since implementing Mineral, Spectrum Insurance Group saw a return in their investment **within 4-6 months**.

#### Company Profile

Company:  
**Spectrum Insurance Group**

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](https://trustmineral.com).

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