

How UNICO Generates Revenue with ThinkHR



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Why We're Here

- » Expectations to be all things to all companies—gets expensive!
- » One agency's experience
- » Prove your value all year round





- » Full service agency – Personal, P&C and Benefits
- » Team of certified WorkComp Advisors
- » 100+ employees over seven states
- » Industry-specific:
 - Business, construction, agribusiness, communications
 - Coverage plans for: construction, aviation, security firms
 - Specialized risk solutions for communications industry

Anatomy of the UNICO Fee-based Offering

- » UNICO charges clients:
\$400 per year
- » Fees for non-clients: approx.
25% more
- » Revenue generated to date:
\$79,000
- » Annual revenue from current book:
\$29,000 YTD
 - Will completely pay for upgrade by year end
 - Includes Live, Comply and Learn
 - Five tier pricing system
 - Fees are based on number of employees

Workplace Pro

Welcome to ThinkHR Workplace Pro



Learn Pro



Comply



Compliance Calendar



Job Description



Mobile App



Employee Handbook
Builder



Q&A



Health Care Reform

Describe your issue or question

Call 877.225.1101 or send us a message below.

e.g. Outside of our Workers' Compensation carrier, does our business need to track and report on workplace injuries?

Maximum characters: 1000 / 1000 characters left

To help us provide accurate guidance, please complete the information below

- Select a Category -

Number of Employees

City

State

Type of Company

SUBMIT

ThinkHR Learn



Compliance



Safety



Wellness



Customer Service



Environmental
Compliance



Performance
Management



Workplace Skills



Human Resources

Client Value Report

ABC Company

TOTAL VALUE OF SERVICES \$ 14,535

Company Size: 51-100

Date: October 07, 2015 - October 07, 2016

Live Consultations and Issues Resolved



YOUR COMPANY VALUE

9 | \$2,250
VALUE

TYPICAL COMPANY

19 | \$4,750
ANNUAL VALUE

Calling ThinkHR's advisors saves:

- > Legal fees that can be upwards of \$350 per hour.
- > Consultant costs of \$100 or more per hour.
- > Thousands of dollars in fines and penalties.
- > Time lost to searching for online answers.

Handbooks Completed



YOUR COMPANY VALUE

1 | \$1,500
VALUE

TYPICAL COMPANY

2 | \$3,000
ANNUAL VALUE

Using ThinkHR's Handbook Builder saves:

- > Attorney fees of \$3,000 or more to create a single handbook.
- > Outside consultant charges of hundreds of dollars per hour for handbook creation.
- > The risk of employment liability with clearly communicated, regulatory compliant policies.

Comply Views



YOUR COMPANY VALUE

182 | \$910
VALUE

TYPICAL COMPANY

231 | \$1,155
ANNUAL VALUE

Using Comply makes it easy to:

- > Create a **job description** without robust builder.
- > See the **latest employment law alerts** for all 50 states and federal.
- > Grab policies for topics like **hiring, time off, and employee performance**.

Training Courses



YOUR COMPANY VALUE

79 | \$9,875
VALUE

TYPICAL COMPANY

115 | \$14,375
ANNUAL VALUE

Savvy companies use Learn to:

- > **Motivate and retain employees.**
- > Maintain compliance.
- > Keep a safe workplace.
- > Introduce topics like **preventing sexual harassment, OSHA requirements, ethics,** and more.

Client Value Report



ABC Company Top Training Users

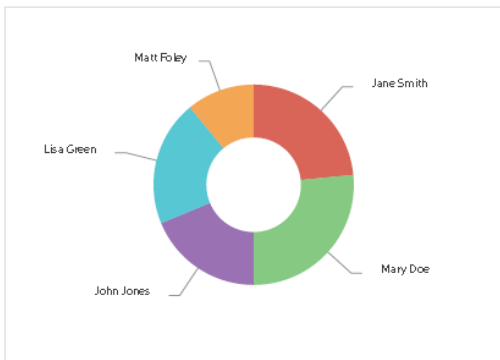
Top Training Users

User	Courses
Mary Doe	17
Jane Smith	15
Lisa Green	13
John Jones	12
Matt Foley	7

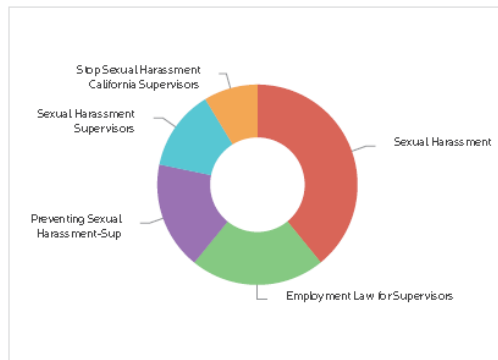
Top Courses

Course Name	Total
Sexual Harassment	9
Employment Law for Supervisors	5
Preventing Sexual Harassment-Supervisors	4
Sexual Harassment Supervisors	3
Stop Sexual Harassment California Supervisors	2

TOP TRAINING USERS



TOP COURSES



- » Top training users
- » Top courses
- » Typical usage for a company of similar size
- » Similar reports for Live, Learn, Comply, and Employee Handbooks

Steps to Implement a Fee-based Offering

1. Offer free 30-day trials
2. Provide information on ThinkHR in all renewal and marketing items
3. Include ThinkHR as a line item on renewal premium summaries
4. Explain the Client Value Report
5. Share the fees and billing expectations
6. Schedule recurring invoices that fit your billing procedure



**Note - ThinkHR is not involved in the billing process.*

For More Information on Workplace Pro

- » Call < 800# >
- » Login
- » Contact your Customer Success Manger or
- » Email customersuccess@thinkhr.com

