

# LifeWorks Scales Benefit Advisor Visibility With CloudAdvisors Software

## AT A GLANCE

### Key Results

- Access to Preferred Brokers
- Market Leadership Retention
- Reduced Turnaround Time
- Expanded Sales Channels
- Increased Visibility With New Brokers

## OVERVIEW

LifeWorks is a global leader in Employee Assistance Programs and workplace wellness solutions. They support over 26 million people worldwide with innovative technology, meaningful lifestyle improvement, and a personal approach to customer relationship management. In the Canadian marketplace, LifeWorks is the comprehensive, go-to market solution for wellness benefits for thousands of benefit advisors and their clients.

To maintain market leadership and continue to grow revenue in the highly competitive Canadian benefits space, LifeWorks relies on nurturing relationships with preferred benefit advisors, remain top of mind in a highly competitive space, and increase visibility as a key player of employee wellness solutions. LifeWorks decided to expand their reach within the Canadian benefit broker market and develop further sales channels, all while lowering sales turnaround time through the CloudAdvisors insurance and benefit provider portal.

## OPPORTUNITIES

LifeWorks faces two ongoing challenges:



### Saturated Market

Staying top of mind in a crowded space to ensure advisors present solutions to clients.



### Market Leadership

Scaling visibility with benefit brokers to maintain market leadership.



“We strive to maintain market leadership in wellness solutions and drive sales optimization, all to provide the most valuable solutions and services to our customers. A challenge we, and the provider side of the industry, face is maximizing exposure to benefit brokers and their clients. Access to a marketplace popularized with brokers and employers is key to reducing costs related to customer acquisition and marketing.”

**Graham Shaw**

Senior Director, LifeWorks

## OPPORTUNITIES (continued)

LifeWorks dedicates significant resources towards remaining top of mind in a crowded market. With increased competition, LifeWorks works to ensure their solutions are included when benefit plans go to market. The nature of the existing benefits industry sales process leads to further difficulties for providers like LifeWorks, who are frequently placed in a position that renders them unable to communicate directly with their end buyer.

While brokers remain an imperative source of sage advice for the Canadian employer, the messaging passed on from providers like LifeWorks can easily be lost. This presents a unique market challenge, and opportunity for industry improvement in terms of communication and transparency. Furthermore, purchase cycles largely depend on annual contract renewals, and the benefit broker to book a renewal meeting. For this reason, LifeWorks faces a challenge unique to their industry in which they cannot easily communicate with prospects directly before their renewal date.

This means that LifeWorks relies on gaining additional visibility with benefit advisors to maintain their market position, and product recall leadership. Optimizing their number of sales channels, scaling their visibility with new brokers, and remaining top of mind with preferred brokers are all imperative strategies to maintain and grow their marketing leadership positioning.

## ACCESS TO MORE THAN 1000 ADVISORS

CloudAdvisors works with more than 1000 Canadian benefit advisors from some of the largest advisory firms across the country. These advisors actively use CloudAdvisors to facilitate their benefit sales, go to market plans, and annual governance review. They further utilize the Solution Marketplace to discover the best products for their clients, and stay up to date with the latest plans and quotes. For this reason, LifeWorks made the decision to join CloudAdvisors, and list their products in the Solution Marketplace.

A number of LifeWorks' preferred benefit brokers are active users of the CloudAdvisors platform. For LifeWorks, this means CloudAdvisors represents an easy, low cost opportunity to maintain visibility, and therefore brand recall, with their current advisor partners. Integrating in new online spaces helps LifeWorks meet their customers where they are, helps them maintain brand loyalty, and takes additional measures to ensure their products go to market.

## OPTIMIZED SEARCH, PRIORITY RANKING, INSTANT QUOTES

The CloudAdvisors Solution Marketplace is free for benefit providers to both join and list their products for advisors and their clients to browse. The simple keyword search the platform uses, in conjunction with real time market data, accessibility to instant quotes, and availability to employers at no cost makes CloudAdvisors a simple yet valuable addition to the LifeWorks marketing mix. For LifeWorks, CloudAdvisors represents a key opportunity to expedite the sales process with the introduction of democratized access to benefits information in a marketplace format.

CloudAdvisors provides further opportunity to forge new relationships with a greater scale of advisors, at a low customer acquisition cost. LifeWorks optimized their paid and organic search ranking in the marketplace through the use of carefully researched and curated keywords. LifeWorks also secured priority ranking in categories such as EAP, Employee Assistance Programs, and Wellness Programs. In combination with optimized search results, LifeWorks appears in CALEB insight matches as the primary suggested result.

LifeWorks further capitalized on the platform through the addition of instant quotes on their profile - an optional feature that reduces barriers to purchase. Providers can add optional tiered pricing to help employers quickly and easily make financial decisions, without the traditional week or more lead time associated with quoting. Altogether, the CloudAdvisors Solution Marketplace represents a growing awareness channel for LifeWorks to increase brand visibility in new and existing benefit advisor sales spaces.

### Product Highlights

- Paid keyword search to appear first in select searches.
- Instant quote availability reduces barriers to purchase.
- Real time market search data to support keyword selections.
- CALEB AI solution match allows LifeWorks to appear as the first result in relevant cases.

## PROVIDERS JOIN FREE

Canadian providers of employee benefits, insurance, or other employer-sponsored offerings can join the CloudAdvisors Solution Marketplace at no cost. Get in touch with our team to request free access today.

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