



Case Study: Yale Appliance & Lighting

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*- Kathleen Thomassen
Director of Human Resources*



Employee Benefits Program Shines at Yale Appliance & Lighting

Buying appliances, lights, and plumbing at Yale Appliance & Lighting is all about the service experience. As a family-owned company, Yale Appliance prides itself on offering much more than an expansive 25,000 square-foot showroom and an experienced sales team. Quite simply, the company has thrived since 1923 because of its enduring attention to customer service.

So when Yale Appliance sought to improve its employee benefits program for its growing staff of more than 100 employees, it looked to partner with an outsourced HR company that shared its view on service and value.

High Quality, Lower Cost Employee Benefits

An experienced HR professional, Yale Appliance's Director of Human Resources, Kathleen Thomassen, SPHR, knew the best path forward was to consolidate the company's insurance carriers. Her strategy was to contact HR Knowledge, Inc., an outsourced provider of integrated, affordable HR services, including payroll, employee benefits, and HR management, to small- to medium-sized businesses that lack the internal resources to manage the multitude of complex HR issues.

HR Knowledge conducted a benefits analysis and developed a plan to ease the administrative and financial impact on Yale Appliance, without diluting the quality of benefits available to employees.

"After reviewing the benefits landscape at Yale," says Kathleen, "it was apparent that we were using a variety of insurance carriers for different types of coverage. We knew that bundling services would allow us to reduce overall costs, and we needed HR Knowledge to negotiate aggressively on our behalf."

HR Knowledge was up to the task. Through their network of insurance carriers, the team created an integrated, comprehensive employee benefits solution that matched Yale Appliance's strategic goals. They were able to negotiate better rates for medical, dental, and life insurance, while maintaining flexibility to accommodate future plan design changes based on Yale's needs.

Yale's Enhanced Wellness Program

Kathleen also wanted to enhance Yale Appliance's wellness program. Again, HR Knowledge delivered. They worked directly with insurance carriers to create and subsidize an employee wellness fair during the company's annual meeting. Insurance



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carriers offered numerous free services to employees such as sun screening tests, eye exams, blood pressure tests, and stress management and weight loss consultations. HR Knowledge even negotiated to have the carriers subsidize the wellness fair. The event was so successful that Yale Appliance now offers it annually.

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That need recently arose when the company tapped HR Knowledge to run its first-ever company-wide HR training and team-building event, and there will be more to come next year.

"I am confident and comfortable working with HR Knowledge," adds Kathleen. "They understand our culture and they are a true business partner for us."