

# JUST WHEN YOU LEAST EXPECT IT.



G

Good customer service is like pie without ice cream. It works, but why would you settle when you can have it à la mode. The market is saturated with good health insurance agents. They keep your interests top of mind, find you a fair price and even promptly return your call. Those agents are just plain pie when compared to agents who have invested in BASIC Guru.

BASIC Guru is a secure online benefit management system. What's that mean to me, you ask? It means that you and your employees can access all your critical benefit information anytime, anywhere. You don't have to wait for a returned phone call because you can now answer the question yourself. Nothing can replace an attentive agent, but an agent with BASIC Guru is going the extra mile to provide exceptional customer service. Don't settle, start expecting the best.





# THINGS ARE LOOKING UP WITH BASIC GURU.

## the **features.**

- BASIC Guru stores all your benefit data
- you have 24/7 secure web access
- view your summary of benefits, network options and review plan costs
- stores HR forms and documents
- electronically upload employee data
- create employee benefit statements
- employees can view network options
- online enrollment and eligibility (additional fees apply)

## the **benefits.**

- become more efficient with information at your finger tips
- optimize employee productivity and minimize exposure to costly lawsuits and audits with access to HRanswerlink, a premier human resources website
- reduce embarrassing errors through automation
- reduce misunderstandings with a single point of communication

## the **value.**

All of these features and tools are included in BASIC Guru:

- similar benefit management systems cost \$300 - \$400 each month
- employee benefit statements often cost \$15 or more per employee
- online HR resources run around \$50 per month
- front end website costs can easily reach \$3,000

In recent years there has been a lot of changes in the health insurance industry. One positive change is the utilization of technology to better serve customers. BASIC Guru is a logical step in the right direction. Ask yourself this question: if your current agent isn't using a benefit management system, what does that say about their commitment to you?



Sterling Benefits, LLC  
4356 Bonney Rd  
Bldg 2, Suite 101  
Virginia Beach, VA 23452  
(757) 624-5200  
[www.sterlingbenefit.com](http://www.sterlingbenefit.com)



BASIC OFFERS A VARIETY OF VALUABLE SERVICES:

BASIC FLEX, BASIC HRA, BASIC HSA, BASIC COBRA, BASIC PAYROLL PLUS AND BASIC BLUEPRINT



# BASIC Guru Intranet

Basic Guru offers the use of internet technologies within an organization to achieve better results than the conventional means of data access and transfer. Basic guru will help in cutting costs, easy and offer fast accessibility of day to day information.

## INCREASED PRODUCTIVITY

An Intranet can cut down the time your employees spend on routine communication tasks. If you are using email internally you already know the benefits over trying to get someone over the phone.

## ACCESS

Do your employees spend time chasing paper? Trying to hunt down paper forms, reports, documents, micro-film? Consider converting these documents to electronic formats using scanners, and then upload them into your resource library. Log on from anywhere 24/7.

## SECURITY

Add password protected documents. They can only be opened by individuals who have the assigned password for access. Upload employee reviews for the employer to access in the future once saved.

## TASKS

Consider putting forms on BASIC Guru. Design forms for frequently requested tasks within your organization. For ex. Request for PC repair, stationary reorder from supply room, telephone messages.

## OTHER USES

- Employee newsletters
- Products/service information
- Tutorials
- Project Information
- Competitive Analysis
- Sales Figures
- Technology Support
- Internal Information Libraries
- Policies and Procedures



Sterling Benefits, LLC  
4356 Bonney Rd  
Bldg 2, Suite 101  
Virginia Beach, VA 23452  
(757) 624-5200  
[www.sterlingbenefit.com](http://www.sterlingbenefit.com)





## BASIC Guru Benefit Statements

BASIC Guru offers the use of internet technologies within an organization to achieve better results than the conventional means of data access and transfer. BASIC Guru will help in cutting costs, and offer fast accessibility of day to day information.

### WHAT BENEFITS

Studies show that employers spend an average of 40% of payroll costs on benefits, most employees have no idea what benefits they receive and how much those benefits are worth.

### STATEMENTS

Employee benefit statements are an effective human resource tool to communicate the value of employer sponsored benefits. Using customized, individual benefit statements, employees can better understand the financial commitment their employer has made in them.

### RETENTION

Employees who understand their benefits will look at other job opportunities in a different way, where all benefits are considered. This helps employers keep their Valuable Employees for the long run.

### OTHER USES

- Increase Benefit Awareness
- Increase Employee Retention
- Increase Employee Morale

### COMMUNICATE

Holidays  
Sick Pay  
Health Insurance  
Dental Insurance  
Vision Insurance  
STD/LTD Insurance  
401(k)  
Pension  
Employer Mandated Benefits  
Travel/Auto Allowance



Sterling Benefits, LLC  
4356 Bonney Rd  
Bldg 2, Suite 101  
Virginia Beach, VA 23452  
(757) 624-5200  
[www.sterlingbenefit.com](http://www.sterlingbenefit.com)

