



Reliability Assurance Tangibles Empathy Responsiveness Reliability Assurance Tangibles Empathy Responsiveness Reliability Assurance Tangibles Empathy Responsiveness Reliability Assurance Tangibles

What is Quality Service In Employee Benefits?

How Veritas Uses the SERVQUAL Methodology to Deliver Exceptional Service
How You Can Use SERVQUAL to Assess Your Benefits Broker-Consultant



Defining and Analyzing Quality Service

According to the Zywave 2018 Broker Services Survey, the Number 1 criteria employers look at when selecting a broker is prompt and effective service and answering questions in a timely manner. Every year, Veritas surveys our own clients and receives a 5.0 out of 5.0 rating on service.

Quality service is key to the relationship between employers and their employee benefits broker-consultants. But what exactly is quality service? To use a well-worn phrase, it's hard to define, but you know it when you see it.

Veritas prides itself on partnering with clients and providing exceptional service. To help clarify how we deliver that level of service, we use the SERVQUAL* methodology, which defines five key attributes of quality service:

Reliability	<i>Reliability: the ability to perform the promised service dependably and accurately</i>
Assurance	<i>Assurance: the knowledge and courtesy of employees and their ability to convey trust and confidence</i>
Tangibles	<i>Tangibles: the quality and thoroughness of the work product</i>
Empathy	<i>Empathy: the provision of caring, individualized attention to customers</i>
Responsiveness	<i>Responsiveness: the willingness to help customers and to provide prompt service</i>

The following eBook details what Veritas does to serve clients in each of these areas and provides a rating system for how you can evaluate the service you are currently getting from your HR and benefits partners and vendors.

* The SERVQUAL methodology was originally developed for the retail industry by professors A. Parasurman, Valarie Zeithaml and Leonard L. Berry. We have adapted their original definition of Tangibles: "the appearance of physical facilities, equipment, personnel and communication materials," to better fit employee benefits consulting and brokerage.

- Reliability
- Assurance
- Tangibles
- Empathy
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Reliability: the ability to perform the promised service dependably and accurately

At Veritas, we don't leave reliability to chance. It is hard-wired into our Perfero process, which drives how we engage with our client partners. Perfero is Latin for "to deliver." With the Perfero process, clients know all the elements of their benefits plans are functioning properly and on-time.

There are three keys to the Perfero process:

1. An Annual Planning Meeting where the Service Plan that supports the multi-year Benefits Strategy is developed.
2. Monthly Activity Reports, which Veritas provides each client, that detail where we are at in executing the plan and the activities performed in support of the plan for the previous month.
3. A year-end Stewardship Meeting with the client where Veritas accounts for delivering what we promised at the beginning of the year.



ABC Company
Perfero Timeline Health and Welfare
2016

Type	Deliverable	Responsibility			
			Jan	Feb	Mar
Meeting	Prior Year Review/Strategy Meeting	Veritas/Client			
Reporting	Prior Year Renewal/Negotiation Analysis	Veritas			
Reporting	Compliance Checklist for Coming Year	Veritas			
Reporting	Updated Strategy and new Annual Plan	Veritas			
Reporting	Monthly Activity Reports	Veritas			
Meeting	1Q Update Meeting	Veritas/Client			
Reporting	1Q Quarterly Report	Veritas			
Meeting	Mid-Year Review/Renewal Planning Meeting	Veritas/Client			
Reporting	2Q Quarterly Report	Veritas			
Reporting	Additional Analytics for Renewal	Veritas			
Meeting	3Q Update/Renewal Analysis Meeting	Veritas/Client			
Reporting	3Q Quarterly Report	Veritas			
Reporting	Additional Analytics for Renewal	Veritas			
Meeting	Open Enrollment Planning Meeting	Veritas/Client			
Reporting	Enrollment and Communications Plan	Veritas/Client			
Meetings	Open Enrollment Meetings	Veritas/Client			
Meeting	Accountability/Stewardship Meeting	Veritas/Client			
Reporting	Stewardship Report	Veritas			



Greg Hopkins
Senior Vice President,
Partnership Development

“ We provide extensive documentation to our clients. What I’ve noticed is that after the first year, many clients only look at the summaries. They don’t even bother with the detail because they have complete confidence that we are delivering what we said we would, when we said we would, and that the work product is of the highest quality.

- Reliability
- Assurance**
- Tangibles
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Assurance: the knowledge and courtesy of employees and their ability to convey trust and confidence

Veritas' client partners trust that we will act in their best interests at all times, and they have confidence in our ability to help them develop and implement their benefits plans successfully.

From the outset of a relationship, Veritas takes steps to engender trust, such as fully disclosing all forms of compensation up front and providing a money-back guarantee if a new client isn't satisfied with their initial interactions with Veritas.

Over time, client trust and confidence in Veritas grows. The courtesy of our employees goes without saying. Their knowledge is extensive: our consultants have decades of experience with employee benefits plans offered by employers of all sizes, in multiple industries, and in different geographic locations. This deep experience means clients can rely on us to help them solve their benefits issues—no matter how difficult or complex.



Veritas is Latin for "Truth"

Finally, Veritas has put in place standardized processes for service delivery and audits service teams to make sure they are complying with our high standards. Clients can be assured that they will receive a consistently exceptional level of service from Veritas.



Doug Truax
Managing Partner
& Co Founder

"If there are two words that describe how our client partners feel about Veritas, they are trust and confidence. Our clients trust us to act in their best interests at all times, and they have complete confidence that we not only will deliver as promised but also go above and beyond to serve them.

- Reliability
- Assurance
- Tangibles**
- Empathy
- Responsiveness

Tangibles: the quality and thoroughness of the work product

The tangibles that matter most to Veritas’ client partners are the quality and thoroughness of our work products: multi-year benefits strategy, sophisticated benchmarking, cutting-edge analyses and modeling, and effective communications materials that help employees become better consumers of health care; as well as online access to a wealth of health and benefits information for both the HR/Benefits team and the employees.

The collage shows three main components of Veritas work products:

- Strategy Document:** A document titled "Strategy for the Employee Benefits and Retirement Plans of ABC Company" for the 2014 Plan Year.
- Checklist:** A "Health & Welfare Plan Reporting and Disclosure Checklist" table with columns for Annual Deadline/Triggering Event, Requirement, and Action Needed.

Annual Deadline/Triggering Event	Requirement	Action Needed
1-Jan	Women's Health and Cancer Rights Act notices (WHCRA)	Employers must provide upon enrollment and annually thereafter
1-Jan	Michelle's Law	Employers must provide upon enrollment and annually thereafter
1-Jan		
- Dashboard:** A "springbuk" dashboard showing various metrics:
 - Prevention: 48.1%
 - Gaps in Care: \$255,775 / 17.8%
 - Risk Stratification: 712 (MARCH - FEB16) and 770 (MARCH - FEB17)
 - Financial metrics: \$2,022,890, \$2,690,866, and \$3,718,864



Bob Walsh
Partner &
Co Founder

“By its nature, consulting and brokerage is an intangible business. At Veritas, we try to make it as concrete as possible with deliverables like written strategies, detailed analyses, and monthly reports on our activities. We want our clients to know exactly what’s going on with their benefits plans and what we are doing for them at all times.”

- Reliability
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Empathy: the provision of caring, individualized attention to customers

At Veritas, we view our clients as partners. We’ve worked with hundreds of individuals on our clients’ benefits teams over the years. We appreciate the common challenges and pressures that they all face—from management, from outside vendors, from lack of internal resources, from employee needs.

We do everything we can to ensure each individual on the client team succeeds, whether it’s making sure a VP of HR has the proper analysis for her meeting with the CFO or helping the Benefits Manager walk an employee with cancer through what changing to a new network will mean to them.



At Veritas we appreciate that each individual is unique, and we tailor our service to making sure each person has what he or she needs to succeed, whether it’s strategic or analytical support, assistance in helping an employee with a benefits issue, or simply being there to help them talk something through.



Sharon Schlenker
Senior Vice President,
Partnership Management

“ I know it sounds cliché, but we really do build relationships with our clients. That’s why we work so hard for our them, because it’s about them as people more than it’s about them being a paying client. I was in corporate benefits at one time and appreciate the challenges my clients face. I go above and beyond to give them whatever they need to succeed.

- Reliability
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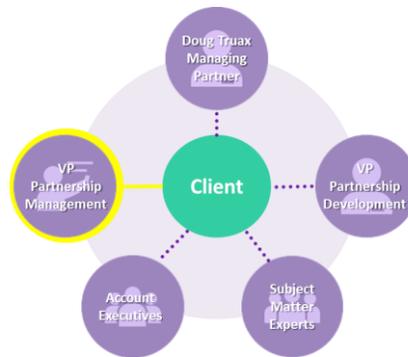
Responsiveness: the willingness to help customers and to provide prompt service

At Veritas, responsiveness means more than just going through the motions of meeting occasionally and returning phone calls.

We are proactive in serving our client partners, staying ahead of issues and deadlines, from developing the open enrollment strategy months in advance, to reaching out to clients on new developments in compliance, to returning all client phone calls and emails by the end of the day—at the latest.

Responding to our clients’ needs thoroughly and promptly is part of the DNA at Veritas. We staff our client service teams so that their workloads allow them the time to provide the exceptional level of effort and service that our clients expect.

Our clients have one point of contact who “quarterbacks” the relationship and manages the team. But clients can contact any member of the team at any time, including Veritas Managing Partner and Co-Founder Doug Truax, to get what they need.



Leticia Hau
Senior Associate,
Partnership Management

“The concept that the client partner always comes first is instilled in Veritas employees from their first day on the job. My clients know that if they reach out to me with an issue, a question, or just to run something by me, they will get a response—if not immediately, then by the end of the day.”

Rate the Quality of Service You Get

You can use the SERVQUAL methodology to rate the quality of service you get from your current employee benefits consultant (or other vendors). Here's how our current clients rate Veritas:

	Veritas*	Current Provider
Reliability		
<i>The ability to perform the promised service dependably and accurately</i>	★★★★★	
Assurance		
<i>The knowledge and courtesy of employees and their ability to convey trust and confidence</i>	★★★★★	
Tangibles		
<i>The quality and thoroughness of the work product</i>	★★★★★	
Empathy		
<i>The provision of caring, individualized attention to customers</i>	★★★★★	
Responsiveness		
<i>The willingness to help customers and to provide prompt service</i>	★★★★★	

“
Our Veritas account manager is a rock star! They've really added value to what I bring to the table and to the information I bring to upper management. We definitely have a good partnership with Veritas and they have been an asset to my (very small) team.

Compensation and Benefits and Manager,
 Manufacturing Company, 2,800+ Employees

* Rating on a scale of one to five stars, based on a 2018 Veritas Client Survey

Veritas is the firm that organizations turn to when they want to be confident that both the company and the employees are getting the maximum value from their health and retirement plans.

Veritas provides solutions and service for every aspect of employee health benefits, including strategy development, plan structure and design, administrative support, vendor selection and management, compliance with ever-changing regulations, and employer and employee communications.

We offer a strategic approach and level of expertise more typical of large national consulting firms, yet we partner with our clients, providing them with exceptional service and hands-on support. And we provide it all at a reasonable fee that is fully disclosed up-front.

