

Case Study: PlanSource Soothes Benefits Bumps and HR Headaches for Cellular Sales

Location: Knoxville, TN | Industry: Retail | Employees: 6,500+ | Website: www.cellularsales.com

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Cellular Sales was founded in 1993 as a cell phone retail kiosk in a mall in Knoxville, Tennessee. As the company grew, it made its independent sales representatives partners in new markets it opened, turning it from a single cell phone store into the nation's largest retailer of Verizon Wireless. It now operates more than 600+ retail stores across 28 states in the U.S.

Challenge

- Cellular Sales' staff was roughly 90% independent contractors and 10% full-time employees; they made the decision to make all the contractors into full time employees
- This switch led to a sharp increase in administrative work due to the compliance requirements of full-time employees; a solution to support this massive restructuring was required
- They needed a more efficient way to offer voluntary benefits as well as a single platform to serve their tax filing, applicant tracking, onboarding, and benefits administration

Solution

- In 2006, Cellular Sales implemented PlanSource for their suite of HR services, helping to smooth over the bumps during their time of massive growth and structural changes
- PlanSource helped set up customized payroll imports for each store location in addition to cost and labor-saving HR services that made life easier for them during the restructuring of their employees
- As a Unum customer, Cellular Sales employees needed a simpler way to enroll in voluntary benefits. PlanSource does this by allowing
- employees to sign up directly with Unum

Results

- With so many discrete brick and mortar locations, it can be difficult to manage payroll and employee lifecycle tracking; PlanSource saves HR teams and district managers lots of headaches
- Employees have a more convenient and efficient benefits experience by being able to receive rates, Evidence of Insurability processing, and voluntary coverage directly from Unum
- PlanSource offers comprehensive and personalized services such as integration with ben admin, tax filing, and custom imports that relieve the workload for such a large and fast-growing company



Simplified Process
for Voluntary Benefits



Easy Employee
Lifecycle Tracking



Comprehensive Ben
Admin and HR Services