



**Case Study:** Auto-Wares –  
Educating employees with  
better benefits technology

### About Auto-Wares

Auto-Wares was founded in 1976 in Grand Rapids, Michigan and has grown to an automotive company of almost 2,000 employees. Auto-Wares focuses their business on growing their distribution network which specializes in its extensive inventory, product knowledge, and full-service programs. For this case study we were able to speak to Aaron Roach, the Director of Human Resources, who has been with the company for 15 years (7 years in HR).

### Auto-Wares



**Industry:** Mechanic Retail



**Employees:** ~2,000



**Location:** Grand Rapids, MI



[www.autowares.com](http://www.autowares.com)



“If your company is growing, PlanSource will save you money from having to hire more headcount. It’ll make your user experience much better as well.”

- **Aaron Roach**, *Director of Human Resources*

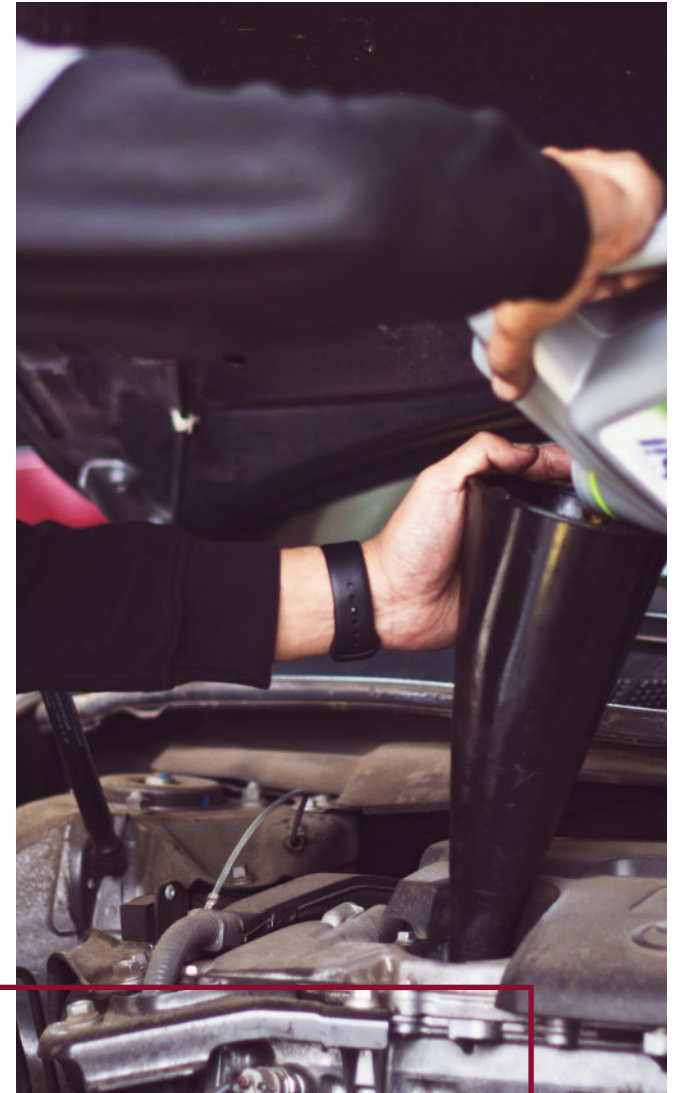
## Case Study: Auto-Wares – Educating employees with better benefits technology

### Challenge:

- Previous ben admin system interface left employees confused
- Employees needed better benefits education at enrollment time
- HR staff was overwhelmed with employee questions during open enrollment

### Solution:

- PlanSource's system provides self-service benefits education during the enrollment process
- The sleek user interface makes the experience much easier for employees
- PlanSource's support team aids with system questions, discrepancies, and configurations



### Results



Employees can interact with educational videos, flyers, cost calculators and more to learn about their insurance offerings



Phone calls from confused employees dropped from 20+ a day to almost none



Large monetary savings from not having to hire additional full-time employees for open enrollment