

# Questco Case Study

Questco, a growing Professional Employer Organization (PEO) headquartered in the heart of Houston, Texas, is known for putting people first. Whether it's their own employees or the employees of the many small to mid-sized businesses they serve across the country, their focus on people is what makes them stand out.



## QUESTCO

### At A Glance

- Client since 2017
- Professional Employer Organization (PEO)
- Serves small to mid-sized businesses nationwide
- Headquartered in metro Houston, TX.
- Provides the full spectrum of payroll, employee benefits, HR services, workers' compensation, and safety consulting services.

"We're able to offer big company benefits to small and medium-sized businesses that otherwise might not be able to afford them or be able to afford them at the price point that we can offer them," stated Brandon Hartsaw, the Chief Operations Officer at Questco, before further elaborating on the company's unique culture. "Our culture is people first, and we are all in this world together."

### The Search for Scalability

As Questco continued to grow, along with it grew the need to keep up with the exceptional service their clients were used to—while ensuring a balanced workload for the Questco employees who work hard to deliver on these service promises.

When it became clear that support was needed to offset certain administrative and service tasks, the Questco team looked to Daybright Broker Solutions (Daybright), with whom they'd been working with since 2017. Karen Sturdivant, Questco's National Director of Benefit Services partnered closely with Daybright Managing Partner, Randy Wood, to uncover key opportunities that would drive even better results for Questco.

## The Opportunities

### Offset Questco Workload

Offset the workload of Questco staff so they can dedicate time to other key tasks that deliver on client expectations.

### Enhance & Expand Client Service

Have the ability to be in more places—both physically and virtually—to provide personal benefits service to their growing network of clients.

### Offer Expert Benefits Knowledge & Experience

In search of expert insight and partnership to help guide benefits decisions not only for clients, but at a higher, more strategic level at Questco, informing processes and product offerings.



## Continuously Raising the Bar on Service

Karen and Randy created solutions that would raise the already high bar Questco had for service, which included ensuring service scalability by introducing a fully white-labeled call center backed by Daybright.

“Employees are going to call us, and it takes the Questco care team out of it, which really frees that team up to handle other priorities during open enrollment. I mean, that’s what [Daybright] does—we have a call center that can explain the benefits. It’s a lot more efficient for Questco,” shared Randy.

This efficiency has allowed Questco to reallocate their resources more effectively. “Utilizing the call center for enrollment assistance has given the time back to our benefit processors to work on client-specific things versus working with the employees on what the best health plan is for them. I think you have just helped us become more scalable and I think that’s really important,” reflects Emily Duncan, Questco’s National Director of Client Administration.

And it’s not just the call center, but also the in-person, experienced benefits representatives that have helped streamlined operations and expand Questco’s reach. “Obviously we cannot be in all the places, but [Daybright] allows us to do that—to be in all the places and to have all of the answers for all of the employees and the clients when they are on site,” shared Karen, highlighting the seamless support provided by Daybright.

### Questco’s Current Benefit Lineup

#### Education, Communication & Enrollment

- Fully-Staffed, White-Labelled Contact Center
- In-Person Enrollment
- Print and digital benefits guides
- Online Enrollment Scheduling

#### Benefits Consulting & Design

- Strategic insight on go-to-market benefits products
- Advice on service opportunities and operational efficiencies

## The Results

### An Extension of the Questco Team

Dedicated Daybright staff has been integrated with Questco team and are fully equipped to support clients and properly represent the Questco brand.

Team members have Questco email addresses, allowing inquiries to be answered and service provided seamlessly.

### Expanded Client & Service Offering

Fully-staffed contact center including licensed representatives to assist with inquiries and open enrollment as Questco.

Local, experienced benefits representatives to serve as face of Questco for in-person education and enrollment.

### Supported Growth Goals

Questco tripled the size of company in last 5 years

Added ~25,000 worksite employees

### About Daybright

Simply put, we are one of the nation’s largest independent, privately held firms specializing in employee benefits, retirement plans and all their associated compliance needs. Since 2008, we have grown by acquiring over 60 local and national firms that have been trusted members of their communities for decades. Independently certified as a “Best Places to Work — USA” company, we currently serve more than 18,000 employer groups and 3.6 million plan participants nationally.

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