CASE STUDY · HEAD OF HR

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How an IoT company turned benefits into *a competitive advantage*

When this smart home technology company needed to win talent against Ring and Google, they needed benefits that could speak for themselves. Pasito stepped in as the always-on benefits workspace for their employees and delivered a 7.5× return on investment.

INDUSTRY

Computer and electronics manufacturing

COMPANY SIZE

200 employees

USE CASE

Benefits microsite
Benefits guides
Decision support
Communications

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The challenge

Competing for talent when benefits are the second thing candidates ask about

This 200-person IoT company competes for talent directly with Ring and Google. Benefits aren't a nice-to-have. They're a recruiting tool, a retention lever, and a reflection of how much the company values its people. The problem: employees didn't fully understand the value of what they had.

The Head of HR needed a way to communicate the total rewards package clearly and personally, without HR having to advise every individual on their financial and medical situation.

The solution

Pasito as the always-on benefits workspace

Pasito gave every employee a personalized view of their benefits package, with data-driven guidance on which plans best covered their lifestyle, medical, and financial needs. Employees could get answers without putting HR in the position of giving individual advice.

The result was a workforce that actually understood what it had. Employees made better elections, contributed more to pre-tax accounts, and came back to HR saying they felt more empowered and confident.

See Pasito in action → pasito.ai

HR EXPERIENCE

Pasito made my life a lot easier. Employees always ask which plans to select and as HR professionals we can't advise without getting super personal. So, it helps us to point them to Pasito to help them get a data-driven decision in place that covers their lifestyle, medical, and financial needs. It was so helpful for our team.

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EMPLOYEE EXPERIENCE

I had many employees come to me saying they felt more empowered and confident in their decisions after using Pasito.

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100%

EMPLOYEE SATISFACTION RATING WITH PASITO

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The results

Better benefits decisions, measurable business impact

7.5×

DIRECT RETURN ON INVESTMENT

Total value delivered against Pasito investment, year one

FSA CONTRIBUTORS

110%

Increase in FSA contributions year-over-year

HSA CONTRIBUTORS

25%

Increase in HSA contributions year-over-year

EMPLOYEE SATISFACTION

100%

Employee satisfaction rating with Pasito

The result was a workforce that actually understood what benefits it had. Employees made better elections, contributed more to pre-tax accounts, and came back to HR saying they felt more empowered and confident.

Those outcomes cut waste for both parties: employees stopped paying for coverage that didn't fit them, and every pre-tax dollar contributed reduced what the company paid in payroll taxes. Once open enrollment closed and the numbers were tallied, Pasito had delivered a 7.5x return on the company's year-one investment.

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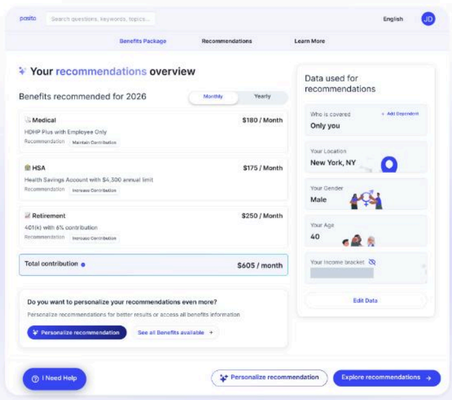
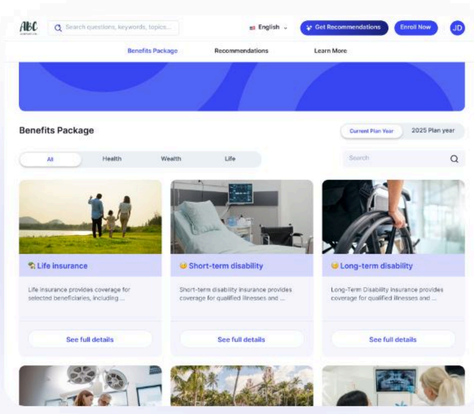
About Pasito



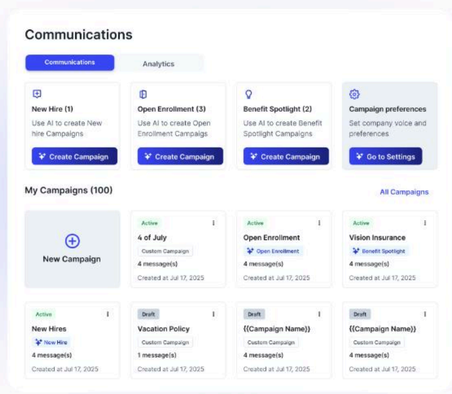
Decision support

Pasito creates proactive, personalized benefits recommendations for employees, helping them project health expenses, retirement plan contributions, and more.



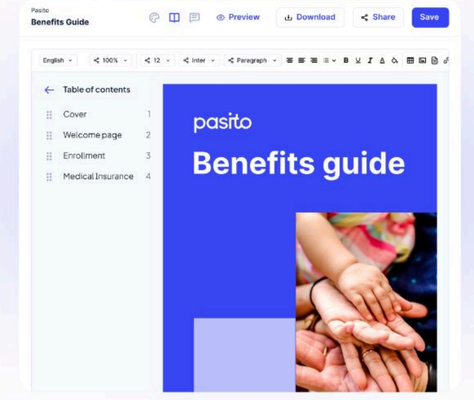
Benefits microsite

Pasito builds a branded website, complete with eligibility criteria, to easily direct employees to all their benefits information and share benefits with candidates.



Communication campaigns

Use Pasito to send SMS and email campaigns to custom population groups, driving open enrollment sucess and benefits engagement year-round.



Benefits guides

Build accurate, branded benefits guides informed by plan documents in minutes, with additional AI agents for ADA compliance scans, AI-generated text, and more.

Pasito is the AI-native workspace for benefits. Carriers, consultants, and employers use Pasito to build guides and microsites, deliver personalized decision support, and answer employee questions all year. More than 40,000 plans have been built in Pasito with over 96% extraction accuracy.

PARTNERSHIP

Pasito is a huge advantage for us, providing transparency into our benefits at the individual level and making it really easy to know how to make the best decisions.

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See what Pasito can do for your team.

pasito.ai/demo · partnerships@pasito.ai

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