

How an e-commerce company *took benefits in-house before open enrollment*

When an e-commerce company moved off their PEO, they needed to run open enrollment and become their own benefits experts at the same time. Pasito stepped in as the always-on benefits workspace, giving employees a microsite, decision support, and year-round communications from day one.

INDUSTRY

eCommerce software

COMPANY SIZE

Mid-market

USE CASE

Microsite
Decision Support
Communications

 The challenge

A PEO transition with no in-house benefits

An e-commerce company had just moved off their PEO and was taking on all HR functions in-house for the first time. With a fully distributed team in a competitive talent market, there was real pressure to deliver a strong employee experience and clearly communicate the value of total rewards.

The benefits lead inherited disorganized processes and a heavy workload. Supporting employees through enrollment was part of the role, but the breadth of benefits made it challenging to provide guidance with limited expertise and capacity.

 The solution

A centralized benefits workspace, ready for open enrollment

An e-commerce company asked Pasito to augment HR's benefits capabilities with a microsite, proactive decision support, and year-round benefits communications. Pasito guided the HR team on what to expect during open enrollment and helped employees better understand their benefits.

By filling the gap as the benefits expert, Pasito helped the HR team succeed and strengthened the total rewards story for employees and candidates throughout the year.



HR EXPERIENCE

The app is incredible and the experience took a lot of stress off me and made things easy. One of the best vendor experiences I've ever had.

BENEFITS & PAYROLL SPECIALIST

EMPLOYEE EXPERIENCE

The Pasito team made it so easy for employees to understand how to engage with the app and why it would be so valuable.

BENEFITS & PAYROLL
SPECIALIST

9 in 10

EMPLOYEES WHO ENROLLED IN
SUPPLEMENTAL BENEFITS USED
PASITO FIRST

 The results

70%

*In the first open
enrollment after moving
off their PEO*

INCREASE IN EMPLOYEES CONTRIBUTING TO HSA

SUPPLEMENTAL
ELECTIONS

92%

Increase in supplemental
health insurance elections

SUPPLEMENTAL
ENROLLMENT

13%

Increase in supplemental
health insurance enrollment

TIME SPENT

~33 min

Average time spent in Pasito
per session

A smooth transition off PEO with better benefits decisions from employees including a huge increase in voluntary benefits elections, direct employee and company savings, and very happy employees.

61%

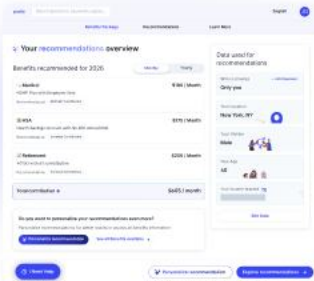
Increase in contributions to FSA

11.5x

Direct return on investment

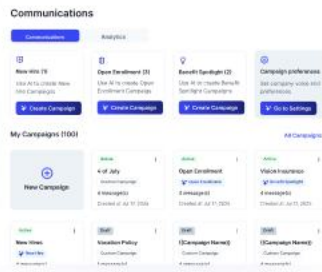
p About Pasito

Decision support



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

Communication campaigns



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

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.

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.



HR EXPERIENCE

Employees trusted Pasito. They filled our gap as the benefits expert and made us look good!

BENEFITS & PAYROLL SPECIALIST, E-COMMERCE COMPANY

See what Pasito can do for your team.

pasito.ai/demo · partnerships@pasito.ai

[See Pasito in action →](#)