

# Best-in-class service. Unbeatable value.



**98%**  
of our  
users would  
recommend our  
services to  
others.

At HRAnswerLink, we're often asked what sets us apart from our competition. To us, the answer is simple. From our suite of customizable materials to our focus on customer service to our transparent pricing, our products and services offer you and your clients a second-to-none experience.

- 01 AFFILIATE-CENTRIC BUSINESS MODEL**  
You drive the relationships with your clients. We will keep you in front of them — not market to them directly, promote our brand, or upsell our services. To help you generate more leads, we offer tools including HR podcasts and an HR audit that you can post on your website. To make it easy for your clients, we offer single sign-on.  

- 02 HIGHLY CUSTOMIZABLE MATERIALS**  
To further emphasize your branding, our HR Support Center is deeply customizable, from the colors to the landing page to the welcome messages, web address, and more. We also provide branded monthly newsletters, including 500 prospect emails at no charge, branded eAlerts for all 50 states, and branded end-user trainings.  

- 03 TRANSPARENT PRICING**  
There are no hidden fees for you or your clients. Our pricing to you is simple and straightforward, and your pricing to your clients is under your control.  

- 04 STRONG AFFILIATE SUPPORT**  
We have a dedicated Client Experience department focused on helping you and your clients get the most value from the HR Support Center. Our team will customize marketing materials and conduct trainings for your sales team. We also provide one on one administrative and technical support, assist with sales processes and calls, strategize rollout programs, and more.  

- 05 RELATIONSHIPS, NOT TRANSACTIONS**  
We view our service as more than a crisis hotline. Our HR Pros not only coach your clients through crises, but also help them avoid HR problems in the first place, by helping them develop a more productive and efficient workforce. Our HR Pros are not evaluated on how quickly they get your clients off the phone, but on the quality of your client's experience.  

- 06 HIGH CLIENT SATISFACTION**  
Our HR Pros resolved more than 11,000 inquiries in 2013. The average score from users surveyed was **4.8 out of 5**, and **98%** of those users said they would recommend our service to others.  

- 07 QUICK TURNAROUND**  
Our median response time is less than two hours, and we guarantee responses to issues submitted to our HR Pros within one business day.  

- 08 EXCLUSIVE CONTENT**  
Our HR templates, tools, and articles are created in-house by our HR Pros. This means they are tailored to the issues we see our users facing, and that your clients can communicate directly with the people who developed them. The content is exclusive to the HR Support Center and cannot be found elsewhere on the web.  

- 09 COMPREHENSIVE TOOLS ON A CLOUD-BASED PLATFORM**  
We offer a wide range of plug-and-play HR tools and resources. These include laws and articles, job descriptions, handbooks, our HR On-Demand consulting service, and more. Plus, our dedicated, in-house technology team is constantly building new tools for your clients.  

- 10 UNPARALLELED ANALYTICS (coming soon)**  
We are preparing to launch a dashboard of dynamic, self-service analytics to help you understand and evaluate your clients' experience with the HR Support Center and HR On-Demand. You will be able to view not only your own clients' usage and patterns, but also trends across our entire database of 57,000 users.  
