

# Firms dovetail strenghts into online offering

**By Claudette Jones**

From its inception, Matt Cowan of Cowan Benefits Services and Tom Smith of Southeastern Benefits have envisioned their joint venture, BenefitEnrollment.com, as a way to deliver online employee benefits services.

As outsourcing services has become more popular within the business community, Cowan and Smith think they have found a secure industry niche — outsourced benefits enrollment and human resource management tools.

With the aim of making enrollments simpler for employers, BenefitEnrollment.com moves the process online and makes it available to employees. According to Cowan, on-line enrollment extends the enrollment period — beyond the time normally available when sign-up occurs at the place of employment — to 24 hours a day, 7 days a week.

With online system, the employee moves through the online sign-up process, enrolling himself, and if applicable, his spouse and dependents.

BenefitEnrollment.com allows the employee to select and review benefit elections, premiums costs, and/or get additional information on voluntary benefits available. Upon completion of enrollment, the employee can review a benefits summary of



**Matt Cowan, president of Cowan Benefits Services, and Tom Smith, owner of Southeastern Benefits, discuss the future of their joint Internet venture, BenefitEnrollment.com, their office at the Dover Centre in Cool Springs.**

itemized benefits and costs, giving him a clear picture of the value of his compensation package. This overall picture of the worth of an employee's compensation package is a useful tool in retention, Cowan and Smith say.

Employees can use BenefitEnrollment.com to download claim forms and review their benefits package at any time. Meanwhile, an employer can use the site to look up employee benefit elections

and statements, enrollment status, current employee information, and also calculate employee demographics.

Making the enrollment process both easy and accessible will be one of BenefitEnrollment.com's first goals. If need be, the firm will setup an enrollment workstation onsite for the employer and employees to use.

*Claudette Jones is a Nashville freelance writer.*