



**ease**

**Highlighting  
Your Partnership  
with Ease on Your  
Website | Toolkit**



# Overview

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This toolkit contains the content and assets to facilitate the process of creating an Ease-focused page on your website. The goal is to help you better differentiate yourself from the competition and showcase the Ease advantage to current and prospective clients.

If you have any questions or would like more information, please contact Lara Andrews, Director of Brand and Content Marketing at Ease at [lara.andrews@ease.com](mailto:lara.andrews@ease.com).

## This toolkit includes:



Thoughtfully crafted content for you to use on your page.



Ease's brand style guide to access our logo, font, and colors if needed.



Videos for your clients and prospects to learn about the value of your partnership with Ease.



Statistics and success stories to boost social proof.

## Content You Can Add to Your Website

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In this section, you'll find the content you can directly copy and paste into your website to show your current and prospective clients the value of Ease. Feel free to utilize the entirety of the content provided, use part of it, or give it your own twist! We encourage you to keep the links provided so that your website visitors can learn more about the value you provide with Ease in just one click.

### What is Ease?

[Ease](#) is a benefits administration and HR software solution that makes it simple to set up and manage employee benefits, onboard new hires, stay compliant, and offer employees one destination for all their human resources information.

Ease works with **75,000 small businesses** that have more than **2.5 million employees** enrolling in benefits online.

### How does Ease work for you and your employees?

Ease's [benefits administration](#) solution offers a better benefits experience for all.

- **Better Healthcare Decisions**

Ease helps your employees make smarter decisions by putting copays, coverage, SBCs, and costs at their fingertips.

- **Faster Employee Enrollment**

Employees only enter their information once, they must complete all fields, and they can digitally sign their forms.

- **24/7 Access to Benefits Information**

Employees can access Ease via web, mobile, or iOS and Android mobile apps to view important benefit details year-round.

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## Why Online Benefits Enrollment?

- Eliminate paper forms.
- Reduce errors with a rules-based system.
- Employees can compare plans side-by-side and see the cost for a benefit plan per pay period.
- Access real-time updates on open enrollment progress.
- Employees can e-sign their forms.
- Store information documents—like Summaries of Benefits & Coverage (SBC), in the cloud for employees to securely access at any time.
- Receive free, online training from Ease.
- Access Help Desk 24/7.

## Employee Enrollment Experience

Do you want to empower your employees to take control of their own health, but you're having trouble finding a solution that makes benefits information accessible and comprehensible?

The [employee benefits enrollment](#) experience with Ease allows side-by-side plan comparisons with coverage details and the cost per pay period. A unique login allows employees to discuss benefit options at home with their dependents and view important benefit details like plan summaries and policy numbers.

## Simplify Onboarding and Hiring

Gather new employee information with Ease's [HR software](#) features. Onboarding syncs with benefits so employees only enter their information once.

- Complete W-2 and W-4 forms with e-signatures.
- Collect direct deposit information.
- Distribute onboarding documents for employees to review.
- Create and send custom documents, like offer letters, to applicants.
- Employees can access their benefit information on-the-go with Ease iOS and Android apps.

## EaseHR

Bring your entire HR department online, synced with benefits. With Ease's [HR software](#), employees can request time off, managers can approve or reject time off requests, and you can set custom time-off policies too.

## EaseConnect

You don't have to be a Fortune 500 company to submit enrollments directly to insurance carriers. EaseConnect is simpler, safer, and gets your employees their ID cards faster.

Through EaseConnect, the updates you make in the system automatically sync to carriers. Where Ease doesn't have a [carrier connection](#) established, Ease maps information to carrier enrollment forms.

## Tracking and Reporting to Stay Compliant Year-Round

### • Payroll Integrations

Ease integrates with top-tier payroll providers so you can keep benefit deduction and demographic information in sync.

### • ACA with Ease

Ensure coverage offered meets government guidelines, send required notifications, and generate IRS forms.

## Style Guide

If you decide to use Ease's branding on your website, in this section you'll find our logo color options, primary typeface, and the Ease color scheme. While we recommend you use your preferred typeface and color scheme on your site to keep consistent with the rest of the pages, adding the Ease logo will boost credibility and create a more visually appealing page.

### Logo Color Options

These are our Ease logo color options. Brand easeBlack on white, easeBlue on white, white on easeBlack, and white on easeBlue.

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As a general rule, we ask that the Ease logo not be modified in any way and that it be given a minimum amount of clear space around it equal to the size of the "e".

You can download the different logo versions here >

[Or use this link](#)

continued >

## Typography

Harmonia Sans is the primary typeface for Ease.

### Harmonia Sans™

# Aa Bb Cc Dd Ee

ABCDEFGHIJKLMNOPQRSTUVWXYZ

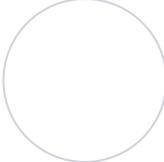
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Light | Regular | **Semi Bold** | **Bold** | **Black**

## Color Scheme

This is the Ease web color scheme.

PRIMARY				
	<b>easeBlue</b> #1F61DC 31, 97, 220	<b>easeWhite</b> #FFFFFF 255, 255, 255	<b>easeBlack</b> #152542 21, 37, 66	
	SECONDARY			
<b>easeOrange</b> #FFA700 255, 167, 0		<b>easeGreen</b> #39C38D 57, 195, 141	<b>easeRed</b> #FF6961 255, 105, 97	<b>easeGray</b> #575E68 87, 94, 107
				
<b>easeLtBlue</b> #F2F3FA 242, 243, 250		<b>easeLtOrange</b> #FFF6ED 255, 246, 237	<b>easeLtGray</b> #F7F8FA 247, 248, 250	

# Assets to Include in Your Page

These are the assets you can select from to make your page more visual and interactive. These images and videos will help you tell the story of your partnership with Ease and show clients and prospects how you can bring their entire HR department online, synced with benefits.

## Video

- **One-minute video to give employers an overview of what Ease is, how it works for them and their employees, and where you come in:**  
<https://www.youtube.com/watch?v=U1UUsBLkukY>
- **The employee enrollment experience with Ease:**  
<https://www.youtube.com/watch?v=bXcTsd1KCZM>
- **Online enrollment and onboarding with Ease:**  
<https://www.youtube.com/watch?v=WgOpgabLdZM>

## Images

Select from a number of screen captures showcasing the Ease system in use.

The screenshot shows the 'Employees' section of the Southern Home Architects HR system. It includes a search bar, filters for status (Active) and measurement date (11/19/2020), and a table of employee records.

Name	Status	Measurement Period	Trending Avg.	Total Avg.	Eligibility	Enrollment Status	Policy
Aboud, Ali	New	9/1/2020 - 8/31/2021	-	-	Eligible	Finished	General (Look Back)
Aguirre, Theron	Ongoing	11/1/2019 - 10/31/2020	95.17	95.17	Ineligible	In Progress	General (Look Back)
Alvarado, Rico	Ongoing	11/1/2019 - 10/31/2020	-	-	Eligible	Not Started	General (Look Back)
Alvarez, Rosann	Ongoing	11/1/2019 - 10/31/2020	-	-	Ineligible	Not Started	General (Look Back)
Anderson, Katrina	Ongoing	11/1/2019 - 10/31/2020	-	-	Eligible	Finished	General (Look Back)

You can download the set of Ease images here >

[Or use this link](#)

## Statistics and Success Stories

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Lastly, it's important to introduce social proof to validate the advantage your partnership with Ease is bringing to the table. We encourage you to create a testimonial with one of your clients currently using Ease; however, if this is not possible for you, below you'll find statistics and employer success stories that we've collected over the years. You can also access the full case studies [here](#) to download them or direct your website visitors to our [G2 profile](#).

### Case Study Stats

#### USTA Texas

With Ease, USTA Texas HR department saves at least 20-30 hours per year during open enrollment. USTA Texas employees save time too, an estimated 2 hours per open enrollment period. "Since adopting Ease, the HR department at USTA Texas has been able to provide safety and trust, something our old process didn't allow us to do."

#### Magnum Drywall

Magnum Drywall saves approximately 80 hours during open enrollment with Ease. "I love that all I have to do is add an employee, and then Pinnacle Brokers and Ease practically take care of the rest".

#### Discover Hope

"The fact that I can see whether employees have correctly completed their insurance forms right away reduces 50% of the time I spend on open enrollment. I know exactly what they're missing, and can immediately communicate those facts to them."

## Case Study Stats – Continued

### Cyber Advisors

“With Ease I save about 20 hours of work during open enrollment thanks to online submission of insurance forms. Additionally, each employee at Cyber Advisor saves at least one hour.”

### Dayta Marketing

“It’s normal for an employee to not know what benefits they want to elect right away. With Ease, they’re able to review plan options, compare costs, and complete enrollment from home. No one is tied to paper or their desks.”

## G2 Reviews

“Online enrollment is such a time saver! Ease is user-friendly and certainly makes the open enrollment process easier. Our employees raved about how easy it was to enroll. The employees can easily see what they selected and the costs by logging in to the system. I dislike the fact that we did not make this change sooner. I can’t imagine going back to collecting papers!”

**Donna D** | Jan 15, 2020

**Employees:** 51 – 200

“Ease makes it easy! The format and content are what I like best about Ease. I am an HR Manager and a lot of our field employees are not very tech-savvy, to say the least. I tried out other platforms to make the online training as straightforward and user-friendly as possible for them, and Ease, far and above, came in the first place.”

**Genna R** | Jan 30, 2020

**Employees:** 51 – 200

## G2 Reviews – Continued

“The system is so easy to use. You add your employees in and the rest works together like clockwork — it tells me what my employees are enrolling in and a breakdown of what their deductions will be. It makes everything so transparent for the employees and myself. It has completely eliminated the process of all of this unnecessary paperwork that the employees were having to complete annually. Before I got here, everything was done as if we were still living before computers. The benefit of having everything in one place and the ability for my employees to view their benefit information is so nice.”

**Danielle H** | Mar 04, 2020

**Employees:** 11–50

## In Closing

If you need a client conversation starter to show them there’s a better way to go about benefits admin, download and share the Ease Review eBook. Chock full of testimonials from other employers, this resource highlights what it’s really like to use our system.

With more than 220+ five-star reviews on G2, this PDF features validated user reviews from Ease customers on topics such as ease of use, Ease vs. competition, online enrollment, onboarding, and EaseHR.

[Or use this link](#)

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