

Case Study

HUB International helps employees enhance their digital wellness with Norton LifeLock Benefit Solutions

Partner overview

HUB International is a leading North American insurance brokerage that provides employee benefits, business, and personal insurance products and services. Their solutions help protect and support the aspirations of individuals, families, and businesses. Founded in 1998, HUB International has 17,000+ employees across North America, is ranked 5th among the world's largest insurance brokers, and has 530+ offices across North America. Their vision is to be everywhere risk exists - today and tomorrow, helping to protect what matters most.

The Director of Voluntary Benefits for HUB International, Danny Talley, sat down with the Norton LifeLock Benefit Solutions team to share his experience with our suite of Cyber Safety products, and talk about the role our benefit plans have played in helping HUB serve employers who want to help protect their most valuable asset – their employees – and empower them with a benefit for their digital wellness.

The Opportunity

When looking for partnerships, HUB focuses on opportunities where they can provide employers with benefits that are valuable yet cost-effective.

“Figuring out how to attract and retain employees can be a challenge for employers – and typically, it comes down to benefits. Employers look to us to help solve this problem and voluntary benefits is a great way to offer a menu of benefits, as employees all have different wants and needs based on their situation in life.

**Website:**

hubinternational.com

Industry:

Insurance & employee benefits

Security Need:

To help employers empower their employees to take control of their identity, security, and online privacy

Solution:

Norton LifeLock Benefit Solutions

Results:

Delivered powerful Cyber Safety (identity protection, device security, and online privacy protection) benefits to employers who want to help protect their employees' digital wellness

Employers are trying to figure out how they can make their benefits package more robust in a way that's also budget-friendly for them and their employees," said Danny.

When the chance arose to add a digital wellness partner, HUB was eager to jump on board, recognizing the need and opportunity. "Today, you can't pick up a newspaper or turn on the television without hearing of another data breach or cyberattack," Danny said.

"We wanted to offer a comprehensive solution to help solve this issue and to be able to give employees coverage that they all need - and surprisingly, most people don't even realize that they need it. This is one of the main reasons we started partnering with an identity protection and cybersecurity provider, as we saw where the market was headed - and with the digital world we live in, it is going to continue to be an issue. It's an amazing benefit to be able to offer our employers and their employees," he added.

Why HUB International chose Norton LifeLock Benefit Solutions as their Cyber Safety partner

When seeking new partnerships, HUB looks for reputable vendors who offer a comprehensive benefit at a price point that makes sense.

"Benefits are extremely important - we need to make sure that our vendor partners offer stability, a solid track record, good name recognition, and the benefits are affordable for employees and their families," Danny explained.

"There are a lot of vendors in this space with solutions that might appear to offer a comprehensive program, and their pricing may be competitive, but they don't have that name recognition, stability, or track record that we look for. Those are the biggest things for us when evaluating a vendor to partner with," he added. "Norton and LifeLock are some of the most recognized names in this sector - and that was really important to us. Norton LifeLock Benefit Solutions is our premier, 'go-to' vendor for identity protection."

Implementation

When talking about the implementation process, Danny shared how Norton LifeLock Benefit Solutions' reputation added peace of mind and ease to employers when implementing and onboarding this benefit for their employees.



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- Danny Talley, Director of Voluntary Benefits



“Norton is a top tier vendor, and the proof is in the pudding – once our specialists started implementing and presenting these programs, we all saw that participation was higher with Norton LifeLock Benefit Solutions than many other vendors based on name recognition and their dedication to this market,” he said. “It’s a very easy product to implement and maintain throughout the year, and that is what we look for with our vendor partners.”

Results

Danny explained that adding Norton LifeLock Benefit Solutions has brought a lot of value to their portfolio, as well as increased customer satisfaction.

“Everything from product design to the support we receive with Norton, as well as their back office, has been very good. Any time we add a benefit for our clients, we want to make sure that it brings value, and with Norton, it’s definitely low noise – as once it’s implemented, we do not hear about issues or complaints throughout the year, and that is really important to us,” he said.

He added, “We encourage our clients to partner with vendors that are leaders in their industry and that have the most competitive programs from a benefits and pricing standpoint and are also easy to work with. Norton LifeLock Benefit Solutions is at the top of that list, so that has made it pretty easy for us and our clients.”

A strong partnership, a bright future

Danny says he would absolutely recommend Norton LifeLock Benefit Solutions. “We talk to every one of our clients about adding identity protection – and when we do, Norton LifeLock Benefit Solutions is always at the top of that list.”

He further explained, “When we’re looking for a good partner for HUB International, we want to work with a vendor where it’s truly a partnership, and not one-sided. ‘Win-lose’ works for a while, but will eventually blow up. So I’m all about ‘win-win,’ and the Norton LifeLock Benefit Solutions team has been a really great partner from the very beginning.”

About Gen

Norton LifeLock Benefit Solutions is part of Gen - a global company dedicated to powering Digital Freedom through its trusted Cyber Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. With four decades of consumer cybersecurity experience, our solutions protect over 500 million users in 150+ countries

