

The Challenge

Though less than a decade old, San Francisco-based EaseCentral has quickly grown to become a national leader in all-in-one software solutions for employee benefits and human resources. The company, started by benefits veteran David Reid and web and engineering architect Courtney Guertin, serves insurance brokers and small businesses with its cloud-based platform. The platform makes it simple for companies to set up and manage more than 50 types of benefits, coordinate payroll and HR, collaborate with employers on new hires, changes and terminations, and deliver completed tax information – all from one portal.

EaseCentral built their fast-growing organization by leading with service that didn't exist with their larger competitors, while also focusing on the true small business market – companies with fewer than 50 employees. Yet, it was this small-company focus that created a surprise need related to new filing and reporting requirements under the new Affordable Care Act (ACA).

The Solution

As a full-service provider of employee benefits and HR solutions, EaseCentral is constantly anticipating the needs of its small-business customers. When the ACA requirements were released, EaseCentral's customers were mostly exempt due to their small employee counts. What the company didn't anticipate was the volume of late filers among their users who did meet the filing threshold and were obligated to complete ACA reporting.



This sudden demand, and need for a best-in-class tax filing platform, led EaseCentral to Nelco to support their more than 22,000 companies and 400,000 employees in 21 states with ACA compliance, as well as with other tax-related services such as 1095 printing, mailing and e-filing. Nelco is one of the nation's leading tax form and tax filing software providers, and has been a trusted source for wage and information reporting forms, technology and services since 1952. This history was a key reason EaseCentral selected Nelco a year ago, but it's been Nelco's customer service that has left the biggest impression.

"We were forced to move quickly and needed a partner that could respond with the same high level of intensity without sacrificing quality and service," said Sarah Dodge, Customer Success Director. "What's been great about Nelco and their ACA reporting solution is that they are truly a market leader, so they have the best technology and seamless integration with our systems, but still maintain the service mentality of an entrepreneurial organization, which is a hallmark of EaseCentral as well."

EaseCentral needed a partner platform that could easily integrate or "plug in" to its existing cloud-based platform. Nelco's solution was built for integration and with the small business in mind, and the result has been a great partnership.

Dodge added: "The IRS gave limited direction to benefits providers like us or our small business customers, but Nelco's team filled the void and created videos to train our staff, worked with our internal team, and even went so far as to join in on end-user customer conversations to help support their product."

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