



THE PEOPLE PROS

Companies seeking leading-edge employee benefits and human resources consulting find solutions with **BenePro** and **HRPro**.



Kristopher Powell
President and CEO,
HRPro and BenePro

As any CEO can attest, a company is nothing without its employees; keeping employees healthy, productive, and empowered is the key to retaining them. HRPro and BenePro, a Michigan-based human resources and employee benefit advisory and administration firm, is an acknowledged leader in working with companies to help them recruit and retain top talent and a believer in practicing what they preach. They help companies identify and reduce wasteful spending and archaic practices to get them focused on foundational, strategic, and cultural initiatives that can make an immediate

difference in employee productivity and job satisfaction. “The world of HR and employment benefits consulting has been transformed since our founding in 1990,” says Kristopher Powell, president and CEO. “It has never been more critical for companies to be at the top of their game; everyone is competing for the best people.”

In addition to helping clients, the company keeps a steady focus on their own internal culture. A winner of multiple awards for being a top employer, the company boasts a low employee turnover rate of 5% per year. “If we want our people to take good care of our clients, we need to take good care of them,” says Powell.

THE PRO PROCESS

New clients turn to HRPro and BenePro because they can provide a customized, integrated people solution. “We have been working closely with Automation Alley, a local technology consortium focused on helping companies integrate technology into the manufacturing process, to help their members evolve their culture and reduce overhead costs,” says Powell. “Although our initial intent was to help larger organizations, we quickly identified a growing need to help support start-ups as well. In response, we designed an affordable small business package especially

for them.” The “Pros” spend a lot of time upfront discovering and prioritizing their client’s needs in order to implement a solution with the greatest initial impact.

Powell and his team have identified eight core outcomes of any human capital investment: education, cost containment, communication, value, advocacy, technology, compliance, and audit information accuracy. “The ability to identify and measure these outcomes drives the maximum return on your investment,” says Powell. While BenePro focuses primarily on refining a company’s benefits package, HRPro focuses on HR consulting and professional services as well as payroll, HR administration, COBRA management, and tax-advantaged account administration. With BenePro and HRPro on board, management can focus on growing their company.

GUIDING THROUGH CHANGE

As the COVID-19 pandemic swept across the country in 2020, HRPro and BenePro became a valued information resource for their clients and remains ready to help them navigate new waters. “We believe health insurance premiums will rise in 2021,” cautions Powell. “Some reasons for this include patients putting off surgeries, procedures, or treatments that may force them to the emergency room. We have our finger on the pulse of this constantly changing situation and are working closely with our clients to keep their benefits on track.”

A belief in the importance of taking care of employees starts at home. “We practice what we preach,” says Powell. “This is our fifth year on *Crain’s Detroit Business* ‘100 Cool Places to Work’ list. We are innovative and quickly adapt to changing circumstances in the marketplace. It’s all about creating a solid foundation for our clients to keep their employees healthy, happy, and productive.”

