POWERED BY C2 | CONSULTANT CORNER TOOL GUIDE

Bnchmrk

Modern benefits benchmarking powered by real employer plan data

WHAT IT IS

Bnchmrk is a benefits benchmarking platform built on validated plan and pricing data from 12,000 employers and 77,000+ benefit plans. Consultants use it to compare a client's benefits against a true peer group and turn the results into a clean, executive-ready report.

KEY FEATURES

- **Big data platform.** The largest set of validated employers and plans in the market.
- **Instant, validated data.** Up-to-date, accurate information ready when you need it.
- **Flexible filtering.** Combine industry, location, employer size, and plan type to define the client's competitive market.
- **Intuitive report design.** Summary insights and composite scoring built for executive conversations.

WHAT YOU GET

- **Competitive benchmarking.** Peer context, the client's strengths and opportunities, and a way to track improvement year over year.
- **Market awareness.** What competitive actually looks like, how common key plan features are, and the data to back a recommendation.

HOW SCORING WORKS

Apples-to-apples comparisons by plan type, built in three layers:

- **Key features:** every data point gets a comparative rank from 0 to 100.
- **Weighted plan score:** plan-type-specific weights are applied.
- **Benefit / employer roll-up score:** benefit weighting is applied for the overall picture.

LIMITED	BALANCED (TARGET)	ROBUST
0-25	26-74	75-100
Lean coverage, risk of under-coverage	Competitive and cost effective	Comprehensive, possibly over-insured

The goal is balance, not excellence. A higher score is not automatically better.

WHEN TO BRING IT IN

- Renewal strategy, before recommending plan design changes
- A client asks, "How do we compare to our competitors?"
- Hiring or retention concerns tied to benefits
- New prospect meetings, to show value early
- Year-over-year check-ins to show progress toward goals

WHO IT'S FOR

Brokers, consultants, and their employer clients.

GETTING STARTED: 3 STEPS

1. **Add your client.** Enter basic employer details and input their selected plans.
2. **Select your cohort.** Filter by industry, location, size, and plan type to find the right peer group.
3. **Generate your report.** Get the composite score and summary insights on the client's benefits.

PRO TIP

Set expectations before you show the score. A 50 is not a C grade; it means the plan is competitive and cost effective. Frame a very high score as a possible over-insurance conversation, not a win.

SUPPORT

Email: support@bnchmrk.com

Web: www.bnchmrk.com

Training: Register for ongoing trainings; detailed guidance in the in-platform Support menu.

Live help: The Bnchmrk support team is available for live support.

On Consultant Corner: Watch the recording on presenting benchmarking reports to clients.

Questions? Reach out to your C2 Engagement Specialist.