

Century Link's employees
were dreaming big.

*Its benefits
package needed
a wake up call.*

CLIENT SINCE JAN, 2012



There are always growing pains to endure when a small company quickly develops into a large company. See how Purchasing Power's voluntary benefit program helped CenturyLink manage its unprecedented growth while increasing employee retention, satisfaction and productivity.

RESULTS AS OF APRIL 2020

Eligible Employees

37K

Lifetime Customers

6K

Repeat Buyer Frequency

96%

Annual Utilization Rate

24%

Average program
utilization rate is
10-20%

Why did a growing company like CenturyLink team with us?

For new times sake.

As Century Link welcomed a new era of successful growth and expansion, it needed a new way to reach and retain employees. It had already experienced some success with voluntary benefits, but on a smaller scale. Now a bigger player, it needed a bigger offering. When seeing the offerings that were out there, Purchasing Power rose to the top.

“ We introduced Purchasing Power in 2012 and within one year it was more popular than other voluntary benefits, and it has continued to be. It has outpaced other VBs in engagement, enrollment, and employee satisfaction. ”

- Lead Benefits Analyst, CenturyLink

According to CenturyLink, they never expected the explosion of popularity when teaming with Purchasing Power. To the delight of its VP of HR, CenturyLink employees are now able to purchase big-ticket items and spread the cost over 12 months—a convenience all income brackets at the company have come to enjoy.

Today, CenturyLink employees are feeling connected to their company not merely by their company email address, but by an appreciation, a caring and a loyalty expressed to them from the highest levels in the organization.

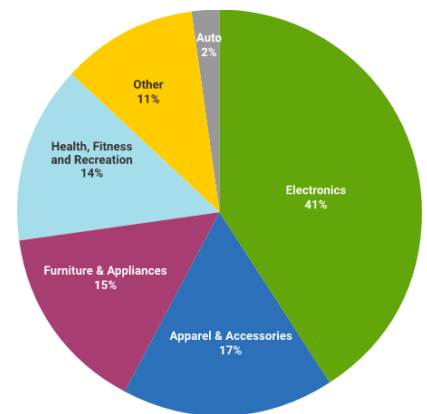
Learn more at www.PurchasingPower.com/Employers

Recommendation Rating

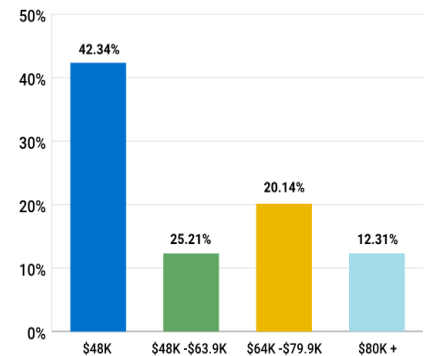
73% would recommend to their family, friends, or coworkers*

**Survey results are from first time buyers*

Products Purchased



Salary



OVERALL, HERE'S WHAT OUR CUSTOMERS SAY *



71% say it reduces financial stress.



69% would have to save up if they didn't have our program.



50% are more likely to stay with their organization.

A+

BBB Rating

"I love shopping on your site—I get all my Christmas and birthday gifts here. I love that the payments are a small amount that comes out of my pay each week."

Heather J.