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.

CenturyLink’s employees were dreaming big.

*Its benefits package needed a wake up call.*

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<table>
<thead>
<tr>
<th>Eligible Employees</th>
<th>Orders Taken</th>
<th>Repeat Buyer Frequency</th>
<th>Annual Utilization Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>36,115</td>
<td>22,398</td>
<td>69%</td>
<td>18%</td>
</tr>
</tbody>
</table>

*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

HERE’S WHAT OUR CUSTOMERS HAVE TO SAY

93% say it reduces financial stress.
85% are less likely to withdraw from a retirement savings.
81% say it increases satisfaction with their organization.
80% are more likely to stay with their organization.

Net Promoter Score
On average, retailers across industry had an NPS score of 35.

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