



The Power of People:

A Case Study on Power PEO Consulting's Selection of ExtensisHR

ExtensisHR



PowerPEO Consulting
INNOVATIVE PEO BROKERS



Some things work better together, like [ExtensisHR](#) and [Power PEO Consulting](#), a nationwide professional employer organization (PEO) brokerage and consulting firm helping businesses navigate the PEO landscape.

Archie Coupe, CEO of Power PEO Consulting



The Backstory

In the complex business world, brokers play a crucial role in connecting organizations with the right solutions to meet their needs. And that's exactly the mission of Archie Coupe, Chief Executive Officer of Power PEO Consulting.

Archie Coupe has been working in the human resources, business process outsourcing, and employee benefits industry for almost two decades. With a reputation for exceptional customer service, Coupe constantly sought opportunities to expand his knowledge and provide comprehensive solutions to his clients. Recognizing the rising importance of PEOs in the market, he embarked on a journey to be an even greater advocate for small businesses—founding Power PEO Consulting in 2016.

“With almost 500 PEOs across the country, finding the right PEO can be an overwhelming task without a guide,” says Coupe. “I personally help my clients find a provider that aligns with their needs and offers a comprehensive suite of HR services and expertise that can address their unique challenges effectively.”

Professional Meets Personal: Key Factors Behind Choosing ExtensisHR

Coupe invests considerable time and effort researching various PEOs. He focuses on factors such as level of customer engagement, certifications, range of services, compliance expertise, and overall compatibility with his primarily financial services client base. As an industry veteran, Coupe maintains a strong portfolio of PEOs and knew of ExtensisHR's reputation for customer service, human capital management, and ability to engineer custom PEO solutions. He reached out soon after founding Power PEO Consulting and quickly forged a partnership.

“ExtensisHR stood out to me because they have the look and feel of a boutique option, going beyond what the large aggregators offer. They are a true strategic partner, assisting small businesses with their real challenges,” expressed Coupe. “But what sets ExtensisHR apart is their human-centric approach. They understand that technology alone cannot solve problems; it's the people behind it that really make a difference.”

The strong connection between Power PEO Consulting and the ExtensisHR team played a significant role in solidifying their partnership. Coupe appreciated the open communication channels, responsiveness, and willingness to go the extra mile for their clients.

“From our very first interaction I was impressed by their knowledge, professionalism, and genuine commitment to my clients,” Coupe added. “Choosing a PEO isn't just about the services they offer, it's the people behind those services. And I consider ExtensisHR an integral extension of my own company, entrusting them with my clients' needs. I have complete confidence that they will uphold my reputation, prioritize my clients' best interests without any undue pressure, and bring their best options to the table.”

ExtensisHR's industry certifications also made a lasting impression on Coupe.

“The credentials of a PEO carry immense importance for brokers as they reflect the PEO's expertise and dedication to upholding industry standards,” said Coupe. “My credibility is directly impacted by the partners I choose. By aligning myself with a PEO that possesses these credentials, I can instill confidence in my clients, assuring them that they are engaging with a reputable organization with a proven track record of excellence.”

ExtensisHR is an IRS-Certified PEO (CPEO) boasting all major credentials, including:



Having met the IRS's rigorous financial, legal, and reporting requirements.



Showcases financial stability and adherence to industry best practices.



Verifies robust risk management programs and protocols.



Affirming the effectiveness and compliance of internal controls and processes.

Transforming a Clients' Healthcare Renewal

One of Coupe's primary objectives is to provide his clients with cost-effective and comprehensive healthcare solutions. For example, an opportunity arose when Coupe was referred into a successful hedge fund to help navigate an unexpectedly high healthcare renewal quote from their existing PEO, jeopardizing their ability to offer competitive benefits to their employees.

Determined to rectify the situation, Coupe sprang into action. Recognizing the need for a fresh approach, he proactively reached out to various PEOs to explore alternative healthcare options. He sought a PEO partner that not only had a strong track record in delivering quality benefits but also shared his commitment to service and cost containment.

“I was referred into a hedge fund client who received a substantial renewal from a big-box PEO and unfortunately, was not offered any alternative options beyond that costly renewal. Recognizing the need for competitive pricing, I suggested exploring the Open Market,” said Coupe. “I presented this opportunity to ExtensisHR and as a result, the hedge fund was able to avoid a renewal increase of nearly 60%. They have transitioned to the Open Market with a service model that far surpasses what they received from their previous PEO. The level of customer service and client engagement provided by ExtensisHR is truly impressive.”

The success of this joint effort cemented a strong partnership between Coupe, ExtensisHR, and the client, as they continue to work hand-in-hand and explore additional opportunities to improve the hedge fund's overall HR function.



Broker to Broker: The ExtensisHR Difference

In today's business landscape, brokers often rely on strategic partnerships to differentiate themselves. ExtensisHR's broker-friendly model offers a competitive edge and reflects its commitment to their broker network.

Coupe enthusiastically endorses ExtensisHR, emphasizing their wide range of HR services, deep industry knowledge, and dedication to client satisfaction. "With ExtensisHR, I've been able to broaden my service offerings, tap into specialized expertise, alleviate my administrative burdens, and so much more. Their partnership has been a gamechanger in enhancing my value proposition and retaining my book," he says.



The Outcome

The collaboration between Power PEO Consulting and ExtensisHR serves as an example of a mutually beneficial relationship. Archie Coupe was able to enhance his service offerings, increase client satisfaction, and address clients' pain-points more effectively. In tandem, Power PEO Consulting has helped ExtensisHR expand its reach, grow into new markets, and offer comprehensive HR solutions to a broader client base.



“Above all, I value a PEO partnership that fosters teamwork and transparency. ExtensisHR is a provider that is committed to the success of my clients and operates with integrity. By working together, we’ve built lasting relationships and achieved mutual growth,” concluded Coupe. “It’s a win/win for many employers—and the brokers they have come to know and trust.”