



CHANNEL PARTNER STORY

A Reliable Partnership for DirectPath

DirectPath

Eric Frost

Vice President of Sales

Dave Kluxen

Senior Director of Strategic Alliances

INDUSTRY

Healthcare

THE STORY

DirectPath was seeking a reliable and flexible benefits administration partner to support the complexities of their large, Fortune 1000 clients. They turned to bswift to give them a competitive edge in the large group marketplace.

WHY bswift

Reliable Service
Flexible Technology
Supportive Team

The views expressed are solely those of the individual and do not necessarily reflect the views of DirectPath.

“There are a lot of folks who say they can do all sorts of things, but they can’t quite do it. With bswift, we know that when they say they can do something, they can do it.”

“We’re really excited that bswift is able to scale and go up market, because we’re going there together.”

“When the conversation comes up, and we say, ‘We partner with bswift,’ everyone in the room looks around like, ‘Oh, okay, bswift. Yeah, we’re comfortable.’”

If I could describe bswift in three words, it would be

RECOGNIZABLE, CONFIDENT, & DEPENDABLE

CONFIDENCE

“The feeling we get from partnering with bswift is confidence. It’s a small market, and we’re going after some of the largest companies in the world.”

TECHNOLOGY

“When we go in, and we have a good technology platform to offer, it puts us in a better position with our prospects.”

“bswift is very flexible. We deal with Fortune 1000 clients with very complex environments. bswift has been able to handle all the complexity we can throw at them. It’s very capable of helping us engage and offer value to these larger corporations.”

“I was initially struck by how well-aware the market was of bswift and how well-thought-of bswift is in the marketplace.”

“The support we receive from bswift is fantastic, and it allows us to offer excellent support to our clients.”

