



UC Advantage Discloses the Industry's Long-Held "Secret" To Effect Unemployment Cost Control

by Kevin Murphy, UCA Executive Vice President

Two questions I'm frequently asked when meeting with prospective clients are:

- "How can UC Advantage manage our program better than we can internally?" and
- "How can UC Advantage manage our program better than our existing vendor – aren't you all the same?"

So what are the answers? How can UC Advantage guarantee to outperform our competition, and how can we guarantee a more effective cost control program than an employer can provide for themselves?

The answers are simple.

UC Advantage does three things better than anyone else:

1: Claims Investigation - We spend the time necessary to properly investigate each and every claim. This may sound fundamental to achieving effective unemployment cost control; however, we have found it to be a systemic problem *with both employers and unemployment vendors alike*. Not spending the appropriate amount of time investigating a claim at the initial claim level is *the single biggest factor* contributing to the underperformance of a program. It is also a common reason for an increase in an employers' unemployment tax rate.

2: Account Management - We realize that the "one size fits all" approach just doesn't work. Each employer is unique, with different goals and objectives. Flexibility in program development is a critical factor that separates UC Advantage from other vendors. Being flexible means doing what's best for our clients, whether it's a custom report, a specialized training seminar or individual consultation. We value client relationships as *partnerships* rather than simply third-party administration. As your partner, we know we must be flexible to achieve mutual success with your program

3. Focus on our core business - Unemployment Cost Control is all we do. As the industry continues to experience significant consolidation, UC Advantage has emerged as the *only firm that provides unemployment cost control as our core business offering*. As more and more vendors diversify their product offerings and rely upon impersonal automation to increase their productivity, *UC Advantage remains focused* on the importance of the relationships we've built with each of our clients.

Now you know: The secret of unemployment cost control is not a new idea; rather, it is a *recommitment* to the fundamental standards of service and performance that originally made our industry successful.

About UC Advantage

UC Advantage, Inc., (UCA) is a national unemployment consulting firm dedicated to helping employers control the administrative and tax-related costs associated with unemployment. UCA's comprehensive and proven unemployment cost control program provides employers with a complete outsourced solution for taxable and non-taxable unemployment programs. This expertise saves employers time and resources, enabling them to avoid costly unemployment pitfalls and focus on achieving their core business goals.

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