

# ExtensisHR

Extensis provides expert PEO and HRO solutions that adapt to their clients' needs. They simplify the process and ensure these clients get the best service and benefits they deserve.

## Regain time to focus on building your business



### Manage complex payroll & taxes

We'll ensure every aspect of your payroll, from variable pay, bonuses, partner payouts and K-1 reporting, is handled efficiently, on-time and with risk and compliance in mind.



### Reduce your employer risk

Our team of risk and compliance experts will manage your labor, workplace safety and workers' compensation issues—as well as ACA healthcare compliance regulations.



### Increase your staff efficiency

With direct access to a dedicated HR Manager and Payroll Manager, you can alleviate your team of time-consuming and often distracting administrative burdens.

*The customer service is exceptional!*

Mary Labienta  
Associate Director of Operations, Institute for Contemporary Psychotherapy



### Featured eBook

#### How well do you know PEO?

Partnering with a PEO can benefit both healthcare brokers and their clients. However, many in the HR industry are still confused about what PEOs do and how they function. So, how well do you know PEO?

Download Now

All insights →

your

community

unrivaled  
our clients the  
our book.

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For Brokers

## HR Solutions Tailored to You

Flexible PEO & HRO solutions with expert HR, Payroll, Benefits, & Compliance services - everything you need, no extra work.

Learn More →

Incoming video chat

Extensis Rep Gina L.

Follow Up Meeting

Next Friday



Gina L. replied:  
"Good Morning, Jen,  
Let's review next year's  
growth plan."

Starting in 5 Mins  
HR Review & Roadmap  
w/ Extensis

## Featured Post



## HR Needs

For their employees, by working closely with employers, we make their business goals our own, and with our expertise and technology, we open up new avenues of growth, productivity, and profitability."



Blake Morris  
Chief Executive Officer

Interested in Extensis?

We'd love to hear from you.

(877) 733 - 8770  
marketing@extensigroup.com

First Name \* Last Name \*

Company \*

Phone \* Zip \*

Email \*

How can we help you? \*

Submit

2019  
Company of the Year by CIO  
Applications

CPEO  
IRS-accredited

Client Retention  
93%

Financial Reliability  
Bonded  
ESAC  
Accredited

## **The Objective.**

Extensis' main goal for their website was to update their brand to be more accessible while maintaining the professional demeanor they are known for. Naturally, they were looking for better conversions and lead generation, but Extensis was also looking to improve their navigation and to simplify users' ability to quickly obtain the information they're looking for.

## **Unique Problems to Solve.**

### **Finding the Right Balance.**

One significant challenge for Extensis was that they wanted to modernize their website with a friendlier approach while still maintaining the crucial "trust" factor that their clients expect. An overly flashy design might catch the eye, but might alienate people who are looking to put such an integral part of their business into Extensis' hands.

### **Improving Introductions.**

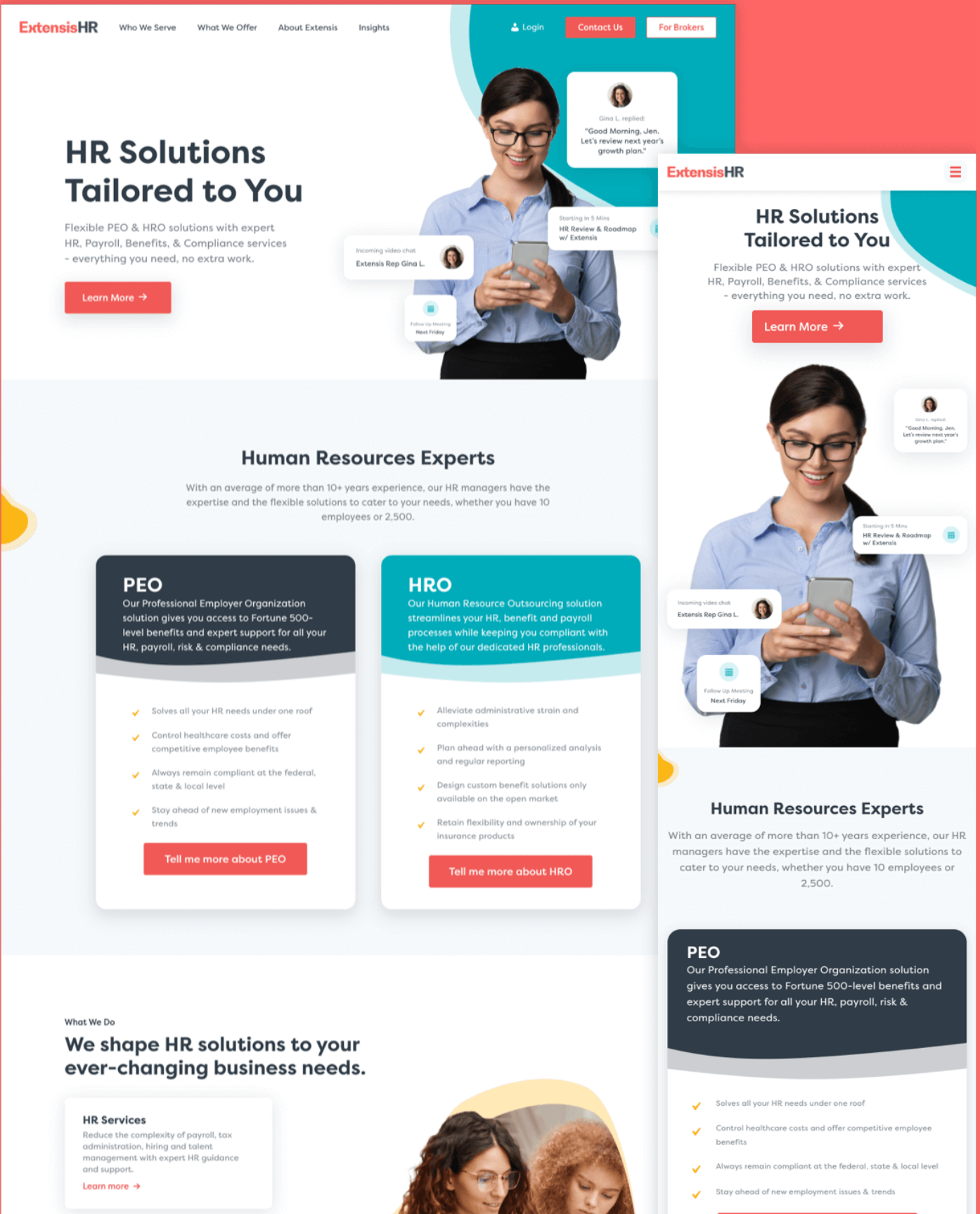
Another pain point that Extensis faced was that they have a lot of information to share; PEO and HRO are complex services with sometimes equally complex solutions. Their new site needed to educate users with all of this information without immediately overwhelming them.

## **Skills Applied**

Logo & Branding, Digital Strategy, UI/UX Design, Full-stack Development, Copy Writing, Pardot Integration

## **Platform**

WordPress



## Logo & Branding.

Extensis has been advancing their technology and modernizing their systems, but their identity didn't reflect that. We worked with them to create an identity better aligned with their modern offerings, clarify what they're all about (HR), and differentiate them.

The old Extensis logo is rendered in a dark red, serif typeface. The letter 'x' is stylized with a long, thin diagonal stroke that extends downwards and to the right. A small registered trademark symbol (®) is positioned at the top right of the word.

Extensis®

Old

The new ExtensisHR logo features the word 'Extensis' in a bold, red, sans-serif font, followed by 'HR' in a bold, dark blue, sans-serif font. The overall style is clean and modern.

**ExtensisHR**

New

# PEO Solutions Page.

Due to the wide range of information that comes with PEO solutions, Extensis needed to find the balance between conveying necessary information and not overwhelming the user. This page's CTA buttons are immediately available for users to proceed, depending on their experience. Of course, it also doesn't waste time in letting users know that Extensis is the company to choose; testimonials supplement the overview of their expertise.

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For Brokers

## Our PEO Solution

We give business owners and HR leaders the freedom to grow their business, by providing cost-effective, outsourced services for HR, payroll, benefits, and risk management.

### New to PEO?


PEO stands for Professional Employer Organization. Learn how they work, what they offer and how they benefit small- and medium-sized businesses like you.

[Learn more →](#)

### Already familiar with PEO?


Not all PEOs are the same. Explore the crucial differences, key decision-making factors, and discover why Extensis is unique in the PEO market.

[Learn more →](#)




### Why Extensis?

With our HR experts, seamless activation, cutting-edge technology, and focus on tailored services, business growth is just the beginning.




#### Service-led

Dedicated activation and onboarding support



#### Performance-driven

Turning HR into a growth driver




#### Experienced HR Professionals

Helping you put people first


### Personalized HR solutions from a proven PEO

Our PEO professionals use their expertise to create a unique solution for your business. It starts with taking the weight of your HR challenges, and ends with your business growing beyond your goals.



#### Our PEO Solution

As one of the fastest-growing PEOs in the Northeast, we've helped hundreds of businesses overcome their HR challenges. We look forward to creating the tailored solution you need to grow.



#### Our Services

Comprehensive, cost-effective, outsourced services for HR, payroll, benefits, and risk management. We support your HR needs, empowering you to pursue your business goals.

Customer service is top notch! I always feel confident I will receive a reply and reliable answer to my question or resolution of my issue.

Kristy Murray  
Administration Assistant, Glemser Technologies Corporation

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ExtensisHR

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#### Service-led



# Financial Services Industry Page.

Extensis offers its services to a wide variety of industries, so their industry pages offer tailored information that users might be looking for. Each one includes easy-to-understand examples of how an industry can benefit from Extensis, with plenty of opportunities to learn more from articles and a downloadable e-book.

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## HR Solutions for Financial Services

You're focused on high-touch service and support. Let us give the same to you.

### We'll take care of your HR so you can focus on serving your clients

As markets move at an increasing speed, regulatory change is commonplace and competition from firms large and small is always present. In periods of high intensity, time is money, and managers of small and growing financial services companies, need more time to focus on the markets and their clients.

When you have limited resources and a skinny HR function, it can be hard for business leaders to focus on their core business versus administrative and HR demands. Extensis has the experience and expertise you need to simplify the job of managing HR, freeing you to focus on your business.

Areas of Expertise

#### We partner with, and support, a wide range of Financial Services firms:

✓ Hedge Funds

✓ Insurance Brokers & Agencies

✓ Private Equity Firms

✓ Registered Investment Advisors

✓ Venture Capital Firms

✓ Specialty Lenders

✓ Investment Banking


✓ Family Offices

#### 10 HR Symptoms Cured By HR Outsourcing

HR is far more complicated and complex today than ever. And SMBs are likely to suffer rising healthcare costs, HR & employment law compliance trouble, and lackluster employee benefits. Can these be cured with HR Outsourcing?


[Download eBook](#)

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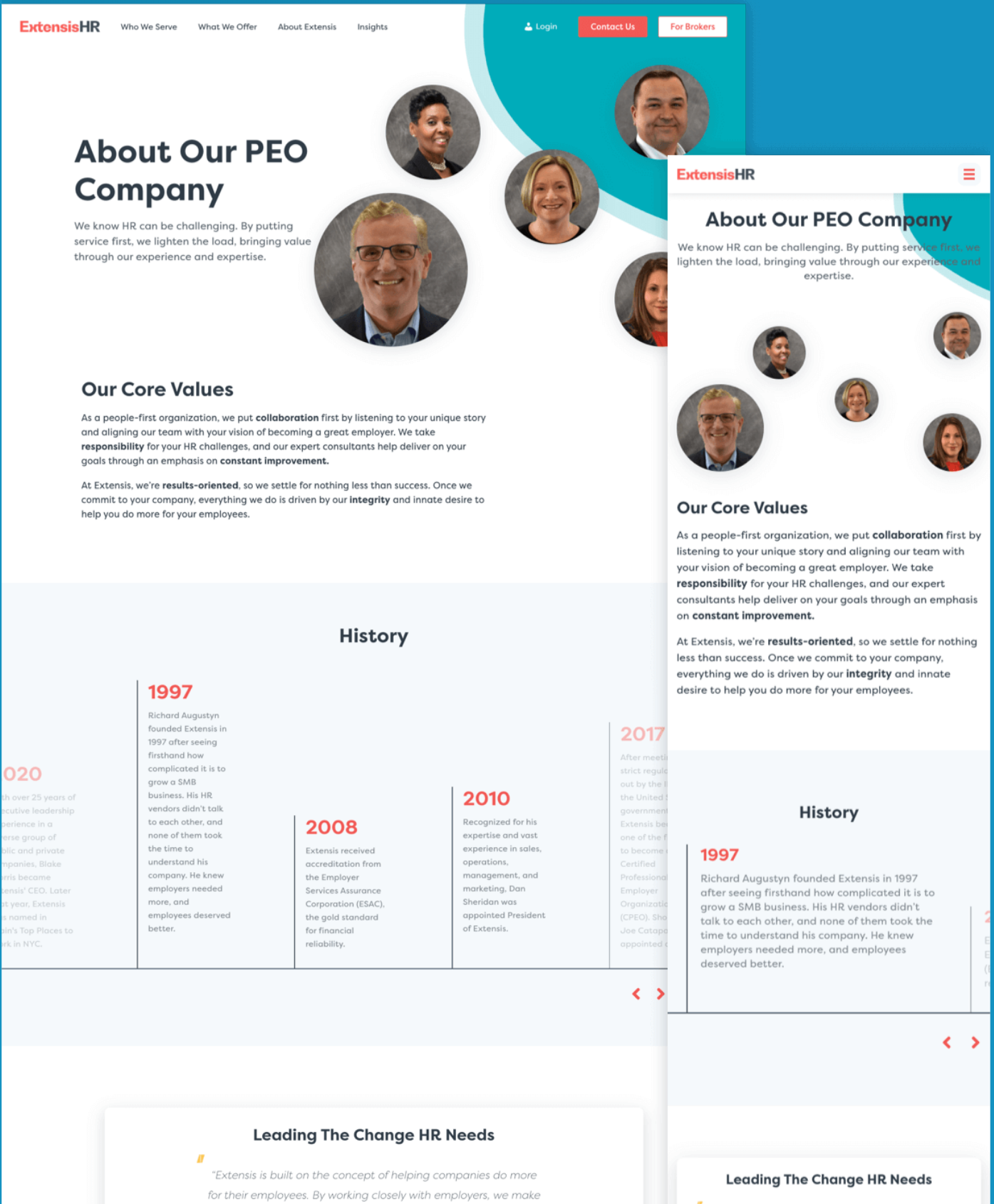
✓ Registered Investment Advisors

✓ Specialty Lenders

✓ Family Offices

#### 10 HR Symptoms Cured By HR Outsourcing

Extensis' refreshed about page highlights the company's commitment to excellence. An interactive timeline charts the company's progress since its inception, and a number of quotes from business leaders affirms their expertise.





# Make it Memorable

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