

# How ABS transformed COBRA administration with WEX

Since 1993, Advanced Benefit Strategies (ABS) has been a trusted third-party administrator (TPA) known for its customer-first approach to pre-tax benefits. But when their COBRA system started creating roadblocks, ABS realized they needed a modern, scalable solution to continue delivering the exceptional service their clients expected.

## › The challenge

Managing COBRA should be seamless, but ABS faced growing obstacles. **Their existing system lacked flexibility**, and their third-party vendor was **costly and unable to fully support their evolving needs**.

Without a tailored solution, ABS struggled to maintain control over COBRA and retiree continuation coverage billing, ensure smooth electronic payments, and uphold the high-touch client experience they prided themselves on. In an industry where personalized service is key, ABS needed a solution that worked for them – not just another one-size-fits-all platform.

## › The solution

By partnering with WEX, ABS gained a **customizable, scalable solution** that integrated seamlessly into their operations without disruption. A phased implementation approach allowed them to transition at their own pace, ensuring business continuity while enhancing efficiency.

With WEX's robust platform, ABS streamlined direct billing, automated client communication, and enabled seamless electronic payments. Most importantly, the new system empowered ABS to elevate its customer service model, providing a more responsive and tailored experience for employers and employees.

**"Our unique customer service model is a competitive advantage for us. We will gradually use more capabilities of the WEX platform, using our own internal testing to be sure we deliver the best possible client experience."**

Jennifer Cohen, Head of Sales and Client Engagement,  
Advanced Benefit Strategies

## › The Results

WEX's dedicated support team worked closely with ABS to ensure a smooth transition, providing hands-on assistance throughout the process.

**As a result, ABS achieved:**



**A stronger COBRA + direct billing** program customized to their unique needs.



**Enhanced client communication** through automated notifications for retirees and qualified beneficiaries.



**Greater compliance + efficiency** with reduced manual processing and real-time access to robust data and reporting.



**Seamless electronic payments** through ACH integration, eliminating vendor reliance and simplifying recurring payments.

## › What ABS has to say

**"The people on the [WEX implementation] team were very knowledgeable and helpful. They were really supportive by being there and available to answer questions. All of the technology is awesome, and that's one of the reasons why we love WEX. We want to continue to use them."**

Jennifer Cohen, Head of Sales and Client Engagement,  
Advanced Benefit Strategies

