

Superior quality matters to LaCrosse— for boots and health benefits.

Customer Success Story

People with tough jobs have been wearing LaCrosse high-quality outdoor work and sporting boots for over one hundred years. Professionals around the world such as law enforcers, firefighters, and military personnel wear its LaCrosse and Danner brand footwear for high-performance and protection. You'll also find athletes and enthusiasts wearing them in adverse conditions for hunting, cross training and hiking.



As a midsize company with 285 employees and multiple locations in two states, LaCrosse is a perfect fit for Benu's group health benefits solution that includes unique alliances with trusted, nationally-known carriers.

"We have offices and a manufacturing facility in Oregon, and offices, a store and a distribution center in Wisconsin," says Mary Newlean who handles benefits at LaCrosse. "Before Benu, we couldn't find a dual-carrier solution with coverage in both of those states."

In addition to controlling costs and simplifying administration, LaCrosse wanted to continue providing its diverse workforce with a benefits program that included two kinds of plans—an HMO and a PPO—at a competitive price.

"If it wasn't for Benu, we couldn't afford to give our employees a choice of plans," says Mary. "We're very pleased with how Benu keeps our rates under control. In comparison to the market data I've seen, our rate increases have been quite low."

Benu's streamlined administration has made processing easy for LaCrosse. There's only one invoice to pay. And, Mary does her billing and enrollment exclusively online.

"Benu makes it very easy and cost effective to process benefits online," says Mary. "Its customer support is excellent and I'm really satisfied. Whenever I email a question, I always get an answer that same day. It's all very user-friendly and I recommend it."

LaCrosse recently began their third year of benefits with Benu.



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