

# Upward Benefits: Enhancing Compliance Solutions with PosterElite



Julie Hulsey from Upward Benefits shares how partnering with PosterElite has strengthened their compliance offerings and improved client satisfaction.

*“PosterElite’s full solution with the E-Update service and complete branding has allowed us to offer a comprehensive compliance solution with no gaps for our top clients,” Julie explains.*

## Key Benefits:



Improved competitive positioning.



Increased client retention and satisfaction.



Fully branded service, enhancing visibility for Upward Benefits.

## Client Impact:

- Offered to 50 out of 200 clients (top 25% of clientele).
- Positive feedback from clients.

**Julie emphasizes,** *“The E-Update service ensures we keep our clients in compliance, which has been very well-received.”*

## Partnership Overview:

Upward Benefits now confidently offers PosterElite’s services to their top clients, strengthening their position as a trusted benefits provider.

## Julie’s Verdict:

*“We would recommend PosterElite to other businesses. The no compliance gaps approach, branding options, and ease of use stand out as key aspects of the partnership. We appreciate the sales process, rollout, communication, and working with the entire PosterElite team.”*

## About Upward Benefits:

Upward Benefits, based in Amarillo, Texas, brings over 35 years of HR and benefits expertise—specializing in high-quality group and individual insurance solutions, HR outsourcing, compliance audits, and employee support tailored for mission-driven organizations. By integrating PosterElite’s end-to-end compliance services—including fully branded E-Update poster updates and digital posting options—Upward Benefits now delivers a gap-free, professional-branded compliance experience to their top-tier clients, enhancing client trust and increasing retention.