Beyond the Buzzword: The Real Role of AI in Employee Benefits

Beyond the Buzzword: The Real Role of AI in Employee Benefits

Jeff WIlliams, US President and CEO of Aptia joins the "The Source Podcast by DailyPay". He explains how service excellence and employee loyalty were key to retaining clients, confirming that people are the ultimate differentiator in this crowded industry. The conversation then focuses on crafting a compelling benefits package. His core advice: master the "blue chip" basics — healthcare, retirement, and time off before experimenting with niche offerings. Finally, Jeff weighs in on AI's role in HR. He views it not as a replacement, but as a crucial complement to boost employee confidence, sharpen employer insights, and enhance broker recommendations.

Tune in to this episode to learn more about the people-first mindset driving innovation at Aptia.

Image
podcast US



View PDF
Podcasts
Author
Jeff Williams, Aptia US President and CEO
Author photography
Image
Jeff Williams