

Case Study: Sequoia

A Legal Plan for the Modern Employee



Kaleana Quibell
Director of Wellbeing



Sequoia employees **saved over \$55,000** on estate planning alone

Challenge

Before Rocket Lawyer, Sequoia only had an Employee Assistance Program (EAP). However, employees were not using it as it did not provide them with legal services they needed.

Sequoia decided to find a legal plan provider that employees would actually use. Their criteria included:

- ✓ A way for employees to ask questions and get quick answers from a lawyer.
- ✓ A solution that is quick and easy to use that fits into employees' busy lives.
- ✓ Onsite education services for popular legal topics, such as estate planning and buying a home.

Solution

In 2014, Sequoia chose Rocket Lawyer to supplement its EAP. According to Kaleana Quibell, Director of Wellbeing:

“Rocket Lawyer is a great fit for our employees because they are tech-savvy and always on the go. The ability to submit questions and chat via the site is much easier than having to schedule direct time with a lawyer—they love that”

In addition to the extensive library of customizable legal documents, Rocket Lawyer's on-demand Ask a Lawyer feature stood out to Quibell. Sequoia employees have instant access to a network of lawyers and can ask unlimited legal questions online. Those who need more hand-holding have the option to speak with a lawyer on the phone and receive up to 40% discounted fees when hiring a lawyer.

Industry:	Human Resources
Location:	San Francisco
Employees:	200-500
Engagement rate:	43%
Legal cases:	328
Top legal topics:	Estate planning Family & personal Real estate Landlord/Tenant

Sequoia is a provider of strategic benefits, HR, and payroll to today's hyper-growth companies. Based in San Francisco, Sequoia's mission is to make the employment experience better for their clients. As part of "walking the talk", they invest in their own company culture by providing benefits that make a difference in the lives of their employees.

“We have a relatively young population and legal can be a really stuffy topic or not thought of for everyday needs.”

Legal made simple

Sequoia employees liked the way Rocket Lawyer made legal topics approachable. Employees were getting married, buying a house, and starting a family. Rocket Lawyer had helpful content around what to expect in each situation and which legal documents were relevant.

For example, when Quibell and her team noticed that many Sequoia employees were expecting, they included a reminder for Rocket Lawyer services available to them such as estate planning in their new parent packet.

They also received requests from employees to have onsite sessions with lawyers on topics such as mortgages and estate planning. As part of the Rocket Lawyer Legal Benefits, they opted for two sessions every year, driving even more engagement.

Engagement continues to grow

The number of Sequoia employees using Rocket Lawyer goes up every single year, and it's not just because the company is growing. Quibell explains:

“The more people learn about the everyday application of Rocket Lawyer, the more they realize that there really is something that every single person can use.”

Estate planning, real estate, and landlord/tenant matters are among the most popular areas where Sequoia employees have received legal help from Rocket Lawyer.

Your employees get:



Access to more than 1,000 self-service legal documents



Unlimited Q&A and 30-min phone consultations with Rocket Lawyer On Call® attorneys



Up to 40% off attorney fees from lawyers in your area



A mobile app for all your legal needs on the go

Financial wellness as a retention tool

Before Rocket Lawyer, Sequoia employees going through major life events, like a divorce or caring for a sick parent, would need to take a leave of absence to deal with legal matters. Some employees did not have the financial means to pay for a lawyer. Some even had to figure out a different job situation. Today, employees have more peace of mind.

“We can say to them ‘Here’s a resource that will hopefully save you a lot of time as well as money. This could help support you where you didn’t think you had any.’ That is really powerful,” Quibell shared.

Learn more at:

go.rocketlawyer.com/legalbenefits

rocketlawyer.com

(877) 881-0947

Call us Monday-Friday 6am-6pm PT

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