

BENEFITS TECHNOLOGIES

Auto Dealership Case Study

Number of Employees: 1,700
Locations: 32
Scope of Project: Benefit Communication, Education and Enrollment Services

HR Goals and Objectives

- Simplify open enrollment for HR and employees
- Communicate the significant benefit changes via a robust pre-communication campaign and face-to-face meetings with every employee
- Improve employee comprehension and appreciation of the benefits program by providing personal enrollment interviews and “hidden paycheck” benefit statements.
- Introduce a strong voluntary benefits program to supplement the less generous core benefit plans
- Update and cleanse “in force” data (employee addresses, dependents, beneficiaries, emergency contact info, etc)

Challenges

- Numerous locations scattered across three different states
- Multiple shift environment
- Incomplete understanding by employees of the differences between the PPO and HMO health options
- Existing ‘gaps’ in underlying company provided benefits
- Imminent contribution increases for medical renewal
- Accuracy and access of current data
- Client moving to a new ongoing benefit administration system

Solution

- **Benefits Plan Consulting:** Recommended a consolidated benefits program with enhanced products and services to include new Short Term and Long Term Disability, Life Insurance, and Critical Illness plans
- **Benefits Communication:** Developed and implemented a new brand for the benefits program to include updated guides and education materials
- **Benefits Education and Enrollment:** Utilized a multi-media benefits enrollment support to include assisted enrollments (face-to-face sessions and enrollment service center support) via electronic system
- **Data Management:** Collected updated employee information. Delivered enrollment election data electronically to all constituents (HRIS, Payroll, and insurance carriers) in their required file layouts

Results

- Instituted a new voluntary benefits program allowing employees to fill underlying ‘gaps’ in company provided benefits
- 65% of employees purchased a voluntary benefit
- Created a **streamlined communications** campaign and enrollment approach
- Successfully integrated employee data changes to all vendors (Payroll / HRIS / Carriers)
- 98% of employees enrolled in benefits with a benefit enrollment specialist
- 100% of employees received an accurate benefit statement
- Significant increase in FSA participation
- Increased understanding of benefits by the workforce
- Implemented an ongoing enrollment strategy for new hires



EVERY ENROLLMENT IS CUSTOMIZED
TO AN EMPLOYER'S SPECIFIC NEEDS

