

# BENEFITS TECHNOLOGIES

## Transportation and Distribution Case Study

**Number of Employees:** 750  
**Locations:** 13  
**Scope of Project:** Benefit Communication, Full Service Electronic Enrollment, Data Cleansing, Benefit Driving

### Industry Faces Hard Times: Wants to Engage Employees in Their Benefits

The current economic environment has taken its toll on the transportation business. The investment these organizations make in employee benefit programs is more important than ever because margins are smaller and it's crucial for employees to understand and appreciate what is being offered to them. Historically, this organization used traditional communication and enrollment strategies. There was a need for a better way to deliver their programs. The following discusses what the company wanted to accomplish and what BenTec delivered.



### HR Goals and Objectives

- Hold an active open enrollment so all employees engage in their benefits.
- Bring efficiencies and streamline the open enrollment process.
- Communicate stronger with employees so they listen and understand what is available
- Increase FSA participation.
- Make open enrollment a promotable event within the organization.
- Offer new voluntary benefits to provide additional financial protection and round out the overall benefits package.
- Collect social security numbers for dependents to adhere to federal mandate.
- Update beneficiaries on life insurance plan.
- Enroll employees into the medical plans that are right for them.

**EVERY ENROLLMENT IS CUSTOMIZED TO  
AN EMPLOYER'S SPECIFIC NEEDS**

### Challenges

- 750 employees in 13 locations and HR doesn't have the resources to facilitate one on one or group meetings.
- All employees were hit with a 10% reduction in pay for 3 months.
- A long history of passive group meetings and traditional communication materials.
- Concern that counselors would not be professional.
- 20% Spanish speaking employee population.

### Solution

- Use BenTec counselors to meet one-on-one with every employee at every location and provide call center assistance.
- Use the BenTec enrollment system to update employee data, manage elections, and collect social security numbers.
- BenTec created a 12-page custom benefit guide that streamlined communication of all benefits.
- BenTec worked with HR to create a script that was read to every employee (allowed HR to get out in front of employees with a consistent message).
- Provide a suite of voluntary benefits including life insurance, critical illness insurance, and accident insurance.
- Promote the FSA program consistently with every employee during the meeting.
- Provide intensive training to ensure counselors communicated the plans correctly.



## Results

- Successfully collected dependent social security numbers.
- Increased FSA participation from 17.5% to 25.3%.
- Drove participation into the higher deductible medical plan by 36%.
- Updated employee personal data and managed elections electronically, thus eliminating paper.
- Updated beneficiaries for every employee.
- Gathered home e-mail addresses and internet accessibility for future company communication purposes.
- Successfully worked with every location to ensure the one-on-one process wasn't a hindrance to the operations.
- 62% of employees enrolled in at least one voluntary worksite program (The Accident plan helped drive behavior to the higher deductible medical plans).
- Successfully communicated benefits to employees that do not speak English as their primary language.



## Vice President of Human Resources

There were three things that made open enrollment with BenTec a great experience from our point of view:

1. Your high level of professionalism exemplified by great communications before, during, and after open enrollment.
2. Dedication to serving our employees respectfully and knowledgeably.
3. Your immediate responsiveness to attack and solve problems.

## Quotes

### Employee

"This process was great. I really liked the high touch communication and the ability to ask questions in a private setting. I finally understand my benefits!"

### Employee

"These new voluntary benefits are great. They pay benefits directly to me which is important considering the recent salary reductions"

### Benefits Consultant

"This process was fabulous! Thanks for all your hard work. I am very impressed with how smoothly the entire enrollment process went and the amount of data enrollers were able to gather and cleanse for the group. Kudo's to everyone at BenTec!"