

BENEFITS TECHNOLOGIES

Clothing Manufacturer Case Study

Number of Employees: 303
Scope of Project: Benefit Communication, Education and Enrollment Services

Union Goals and Objectives

- Increase value of union membership
- Gain access to members during working hours for 15 minute communication interviews
- Provide voluntary insurance benefits available only through the union that complement benefits package included in collectively bargained contract.

Challenges

- New voluntary benefit introductions low on union priority list, and concern over time commitment of regional/local union personnel
- Regional/local union resistant to approach management over member access while on the clock
- Potential resistance from management to on-site and on-the-clock member access
- Potential resistance from management to payroll deductions for voluntary benefit premiums
- Potential resistance from members to leave the line for an interview due to piece-work compensation plan



EVERY ENROLLMENT IS CUSTOMIZED TO
AN EMPLOYER'S SPECIFIC NEEDS

Solution

- **Member Access On Site** - During planning session met with both union and management representatives. We recommended 15 minute interviews with each member to:
 - Verify personal data on each member to feed updated information back to local union and company HR department
 - Educate members on new union benefit programs and enroll them, or obtain signed coverage waiver, based on individual preference
- Recommended guaranteed issue Permanent Whole Life and Term Life/Critical Illness combination product as most appropriate new union benefit plan options to offer
- Suggested company reimbursement for lost production during member interviews and for dedicated on-site union shop steward to help enrollment team maintain member traffic flow
- Recommended tag-team approach to interviews to maintain efficient flow of members without operational disruptions
- Provided pre-enrollment communication posters and flyers translated in to all required languages
- Provided bilingual enrollment specialists to be on-site during interview and enrollment process
- Ensured that enrollment specialists were available during all shifts for the convenience and availability of members

Results

- Management agreed to provide payroll deductions and **mandatory access to all 303 members on-site, on-the-clock**
- **Interviewed 212 members with 2 enrollment specialists in 7 days**
- **210 policies purchased by members**
- Provided Union and company management with spreadsheet of all personal data changes
- Reimbursed company for Shop Steward time while steward was dedicated to helping facilitate traffic flow and member access to enrollment team
- Reimbursed company for lost production while members were being interviewed

