

# BENEFITS TECHNOLOGIES

## Hospitality (Hotel) Case Study

Number of Employees: 536

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 resistance 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

### Solution

**Member Access On Site:** Sat down with union and management representatives on site and recommended 15 minute interviews with each member to:

- Verify personal data on each member and feed change data 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, Short and Long term Disability, and Term Life options as most appropriate new union benefit plans to be offered
- Suggested hotel reimbursement for dedicated on-site union shop steward to help counselor team maintain member traffic flow
- Recommended tag-team approach to interviews to maintain efficient flow of members and make sure hotel operations were not disrupted while counselors were on site
- Provided pre-enrollment communication posters and flyers translated into all required languages
- Provided counselors with bi-lingual capability on-site during interview and enrollment process
- Made counselors available on all shifts and at all hours for the convenience and availability of members

### Results

- Management agreed to provide payroll deductions and mandatory access to all 536 members on-site, on-the-clock
- Interviewed 374 members with 4 counselors in 5 days
- 241 policies purchased by members
- Provided Union and hotel management with spreadsheet of all personal data changes
- Reimbursed hotel for Shop Steward time while steward was dedicated to helping facilitate traffic flow and member access to counselor team



EVERY ENROLLMENT IS CUSTOMIZED TO AN EMPLOYER'S SPECIFIC NEEDS

