

BENEFITS TECHNOLOGIES

Manufacturing Case Study

Number of Employees: 1,200

Locations: 4

Scope of Project: Enrollment, Communication, Voluntary Benefits, Open Enrollment Outsourcing

Mandatory Online Enrollment - Creating Challenges

A medical device manufacturing company conducted a mandatory online enrollment process every year for open enrollment. Employees were resistant to the process and were leaning heavily on HR for assistance, placing a significant burden of time and resources on HR managers. In addition, the benefits broker had to dedicate at least one employee everyday for two weeks to assist with this process. Also, new for 2009 was an HSA option and the company and its broker realized that traditional group meetings would not be enough to support proper communication and education. The broker brought in Benefits Technologies to meet face-to-face with every employee to educate them on the new HSA plan and to electronically enroll associates in their benefits. The company already had voluntary benefits in place but was not using a firm that provided services in addition to the products offered. The following is an overview of the project and the challenges, goals, solutions and results.

HR Goals and Objectives

- Successfully roll out new HSA plan so employees understand how it works and why it is of value
- Eliminate HR time dedicated to the open enrollment process but still support employees with benefits education and electronic enrollment
- Eliminate broker's time and resources associated with the open enrollment process and provide more value to the client
- Create a more high touch and personalized medium for benefits enrollment and get away from traditional group meetings
- Enhance benefit communications
- Increase participation in 401K

Challenges

- The company had a previous negative experience with poor quality enrollers who were hard selling the voluntary benefits
- Employees and locations were familiar with traditional group meetings and not a face-to-face process
- HR had a limited budget for additional enrollment and communication support
- Broker and HR had sense they were giving up control of the open enrollment

Solution

- **Face-to-face enrollment:** Benefit enrollment specialists met face-to-face with employees and enrolled directly into the company's enrollment system.
- **Enrollment Service Center enrollment:** Employees who were not on location were enrolled via the Benefits Technologies enrollment service center
- **Communication:** Benefits Technologies enhanced the broker's benefit guide and created announcement letters and posters.
- **Training:** Training was conducted for the benefit enrollment specialists prior to enrollment. This allowed HR and the broker to establish a comfort level with the benefit enrollment team's ability to communicate with the associates before assuming the communication roles previously performed by HR and the broker.

Results

- Benefits Technologies successfully eliminated a large majority of time and resources needed by the broker and the company, allowing them to free up resources for other projects in the busy fourth quarter.
- Over 60% of employees met face-to-face with a benefits enrollment specialist.
- A new benefits guide was created that focused on the new HSA plan
- Benefits Technologies successfully enrolled employees directly into the company's system instead of employees going into HR to complete enrollment.
- Participation in voluntary programs doubled with no reports of "hard selling"
- By working hand in hand with Human Resources and the broker, BenTec enabled them to "manage" the enrollment process as opposed to "working" it.
- Increased 401K participation by 12%.



EVERY ENROLLMENT IS
CUSTOMIZED TO AN
EMPLOYER'S SPECIFIC NEEDS

