

BENEFITS TECHNOLOGIES

Retail Distribution Center Case Study

Number of Employees: 901 (480 Union Members)
Scope of Project: Benefit Communication, Education and Enrollment

Union Goals and Objectives

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

Challenges

- New voluntary benefit introductions low on union priority list
- Concern over time commitment of regional/local union personnel
- Regional/local union resistance to approaching 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



EVERY ENROLLMENT IS CUSTOMIZED TO
AN EMPLOYER'S SPECIFIC NEEDS

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 to feed updated information back to local union and company HR department
 - Educate members on new union benefit programs and enrolled them, or obtain signed coverage waiver, based on individual preference
- Recommended guaranteed issue, permanent, portable life insurance as most appropriate new union benefit to offer
- Suggested company reimbursement for dedicated on-site union shop steward to help enrollment specialists maintain member traffic flow
- Recommended tag-team approach for interview process to maintain efficient flow and to ensure company operations were not disrupted as a result of enrollment interviews
- Provided pre-enrollment communication posters and flyers translated into all necessary languages
- Bilingual enrollment specialists provided on-site during interview and enrollment process

Results

- Management agreed to provide payroll deductions and **mandatory access to all 480 members on-site, on-the-clock**, plus access to non-union members with an interest in joining union and learning about new benefit programs
- **Interviewed 331 members with 4 enrollment specialists in 4 days**
- **237 members purchased life policies**
- **Union recruited 4 new members**
- Provided Union and 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

