

BENEFITS TECHNOLOGIES

Services Case Study

Number of Employees: 14,000
Locations: 800 +
Scope of Project: Benefit Communication, Education and Enrollment Services

HR Goals and Objectives

- Transition benefits administrative services from manual process to electronic process.
- Reduce costs associated with benefits administration services, specifically manual labor time of employee customer service.
- Maintain one central point of contact for enrollment, customer service, and administration.
- Complement changes to core benefits program with new voluntary benefits.
- Education focused enrollment sessions incorporating higher level of human interaction to provide employees a better understanding of all benefit programs.
- Enhance current communication materials.



Challenges

- Resistance to changing current benefits administration from manual to electronic method.
- Large number of seasonal employees producing high employee turnover.
- Unreliable data regarding employee contact information.
- Integrity of data – address, phone number, email address.
- Change in eligibility rules and coverage options would result in some employees losing “richer” benefit package.
- Needing to leverage VB commission revenues by implementing voluntary benefits prior to the core open enrollment in a corporate culture that resists change.

EVERY ENROLLMENT IS CUSTOMIZED TO AN EMPLOYER'S SPECIFIC NEEDS

Solution

- Provided enhanced education, enrollment and advocacy services through one central point of contact. Employees enrolled and made changes to benefits via the enrollment service center where employees had access to personal benefit enrollment specialists and client advocates through a toll-free line during open enrollment and for new hire processing.
- Provided exceptional customer service by providing an enrollment service center support line that supported soft transfers to each carrier as well as an option to speak directly with a Benefits Technologies enrollment specialist.
- Collected updated employee information. Electronically delivered enrollment elections to all constituents (HRIS, Payroll, and Insurance Carriers) in specific file layouts.
- Developed new benefits guide along with education materials.
- Introduced new voluntary benefits programs that complemented the underlying company provided benefits including a disability rider (Safety and loss of paycheck work major concerns to employees).

Results

- The personal consultations through the enrollment service center increased employee awareness/understanding of all benefit programs and ensured employees made informed benefit choices, softening the outcome of a perceived negative change.
- Reduced personal man hours needed by the employer to support open enrollment and the ongoing enrollment process.
- Central point of contact for customer service allowed employer to focus on other areas of the business.
- Improved accuracy, integrity, and reliability of benefits related data.
- Branded benefits guide allowed employees the freedom to seek assistance not previously provided.

