

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

- Maximize investment of annual benefit expenses
- Reduce HR's time commitment to the open enrollment process
- Build a consolidated benefits program brand and communication program
- Simplify current administration
- Update employee data for HRIS & payroll systems
- Provide employees with personalized interview sessions

Challenges

- Decentralized organization covering 17+ states and over 800 locations
- Language barriers
- Negative feelings towards a previous voluntary benefits firm
- Low employee morale and general lack of knowledge of the benefits
- Current vendor administration causing major problems for payroll team
- Access to data

Solution

- **Benefits Plan Consulting:** Recommended a consolidated benefits program with enhanced products and services to include new Short Term and Long Term Disability, Life Insurance, Accident, and Critical Illness plans
- **Benefits Communication:** Developed and implemented a new brand for the benefits program to include updated guides and education materials
- **Benefits Education and Enrollment:** Utilized a multi-media benefits enrollment strategy that included assisted enrollments (face-to-face sessions and enrollment service center support) via electronic system
- **Data Management:** Collected updated employee information. Electronically delivered enrollment elections to all constituents (HRIS, Payroll, and insurance carriers) in their respective file layouts

Results

- Highest enrollment participation in many years
- 100% of employees received an accurate benefit statement
- Introduced voluntary plan alternatives
- Overwhelmingly positive employee feedback
- Greatly reduced HR time required to field employee questions. (Previously received 6 - 7 calls per day regarding benefits; currently receiving 1 - 2 calls per week)



EVERY ENROLLMENT IS CUSTOMIZED
TO AN EMPLOYER'S SPECIFIC NEEDS

