

BENEFITS TECHNOLOGIES

Television Broadcasting Stations Case Study

Number of Employees: 1,975 (full and part-time employees)

Locations: 32

Scope of Project: Benefit Communication, Education and Enrollment Services, Benefit Driving, Electronic Enrollment

Broadcasting Station searches industry for online enrollment and administrative solution - chooses Benefits Technologies

A large broadcasting studio had acquired numerous television stations from another communications vendor. They needed a solution to enroll and administer their benefit programs. Their benefits broker searched the industry for a solution and discovered that Benefits Technologies had the capability to leverage revenues from voluntary benefits. This, in itself, made them highly competitive. In addition, BenTec had the means to provide these services at a fraction of the cost of other vendors, while providing more options for the employer's unique logistics. The following highlights the challenges and the solutions that were provided.

HR Goals and Objectives

- Craft a cost effective solution to enroll and administer employee benefit programs
- Create custom benefit communications to promote the new brand and culture of the company
- Collect employee and dependent demographic and enrollment information
- Replace existing enrollment and benefits administration system from previous company ownership
- Capture tobacco statement designed to provide smoking premium

Challenges

- The company had a limited budget for a system to manage and enroll benefits
- Management had a negative perception of voluntary benefits
- Employees were familiar with a self service system and management was unsure if employees would embrace a service center strategy.
- Employee moral was low

Solution

- **Voluntary Benefits:** Implemented a voluntary benefits program that enhanced the benefits package and offset the costs of the enrollment system.
- **Technology:** Implemented a comprehensive eligibility management and enrollment system.
- **Enrollment Service Center:** Utilized Benefits Technologies' enrollment service center to enroll employees on the system for open enrollment. Rolled out a self service application for new hires.
- **Communication:** Created a custom benefit guide and pre-communications materials that promoted the benefits and the company's brand.

Results

- 98% of employees called in and enrolled in their benefits
- Benefits Technologies delivered an eligibility management and enrollment system to the company at a cheaper price than eight other vendors mainly because of revenues generated by voluntary benefits sales
- Overall feedback regarding the enrollment process was positive and employees seemed to welcome the ability to talk to a benefit enrollment specialist about their benefits in a private setting
- Developed a new benefits brand and custom new hire benefit enrollment guide
- Educated all employees about the tobacco surcharge that applies to employees and their spouses using tobacco products



EVERY ENROLLMENT IS CUSTOMIZED
TO AN EMPLOYER'S SPECIFIC NEEDS

