

BENEFITS TECHNOLOGIES

Technology Manufacturing Case Study

Number of Employees: 2,200
Locations: 23 locations throughout the United States
Scope of Project: Benefit Communication, Education, Enrollment, and Administration

HR Goals and Objectives

- Transition benefits administration from a manual process to an electronic data interface system.
- Reduce costs associated with benefits administration.
- Improve efficiency of HR Personnel Department.
- Maintain one central point of contact for enrollment, customer service, and administration.
- Update employee and dependent data.
- Professionally brand benefits program.
- Improved level of understanding among employees regarding all benefit programs.

Challenges

- Resistance to change. Skeptical towards value of transitioning from a manual to electronic process.
- Fear of job losses in HR.
- Geographical spread of employees.
- Growing company in acquisition environment.
- Negative perception of voluntary benefits from corporate HR and Executive Team.
- Difficulty facilitating face-to-face interviews due to manufacturing line requirements.

Solution

- Provided enhanced education, enrollment and advocacy services through one central point of contact. Employees enrolled and made changes to benefits with the assistance of personal benefit enrollment specialists and client advocates through an enrollment service center support line. The service center approach was used for both open enrollment and new hire processing. Employees were contacted on an outbound basis, and call recording and "call stamping" were implemented to ensure election integrity and quality control.
- Benefits Technologies worked as an extension of current Human Resources team.
- Collected updated employee information. Electronically delivered enrollment elections to all constituents (HRIS, Payroll, and Insurance Carriers) in specific file layouts.
- Developed and branded new benefits guide along with education materials.
- Introduced new voluntary benefits programs that complemented the core company provided benefits. Initial enrollment to include active participation of face-to-face and enrollment service center to ensure maximum employee participation in new voluntary benefits.
- Verified eligibility of current dependents during enrollment data collection.

Results

- Total cost savings of \$250,000. By converting to the electronic platform we eliminated the company's need to hire additional staff for benefits administration.
- Created time efficiencies – the electronic platform allowed existing staff to consume less time on benefit administration tasks so they could devote more time to more strategic initiatives.
- Designed and developed new benefits guide for existing employees and new hires including a personal branded letter from the company CEO.
- New voluntary benefits programs achieved expected participation. Projected revenue forecasts indicate company can expect a responsible financial model for benefit administration services.
- Employer and employees happy with enhanced service module. All employees received confirmation statement of election choices.
- Improved accuracy, integrity, and reliability of benefits related data.
- Our consolidated billing method identified a short fall in payment that had been missed under the existing structure.



EVERY ENROLLMENT IS CUSTOMIZED TO
AN EMPLOYER'S SPECIFIC NEEDS

