

# CASE STUDY

## Effective Benefits Communications For 4 Work Shifts

### Client Profile

- *Industry:* Bottling and Beverage Distribution
- *Locations:* 2 locations in AL
- *Employee Demographics:* 219 employees; Average age = 40
- *Existing Benefits:* Medical, Basic Life, Short-Term and Long-Term Disability
- *New Guardian Benefits:* Voluntary Life and Vision

### Top Challenges

- Providing educational support that effectively accommodates 4 different work shifts

### Key Advantages

- Visible and active employer and broker involvement, including employer-endorsed pre-enrollment meeting communications and presence during enrollment meetings

### Enrollment Solutions

- *Awareness of employee benefits*
  - Employee communications announcing upcoming benefits offerings and enrollment meetings built early engagement and reinforced available support services.
- *Enrollment Time*
  - Enrollment materials in one, easy to understand document.
  - Face-to-face group meetings enabled all employees to benefit from expertise of live benefits enrollment specialist.
  - Toll-free benefits hotline served as additional resource for questions & answers.
  - Educational flyers that provided tips to help employees maximize their workplace benefits.

### Results & Participation Snapshot

- Enrollment strategy achieved excellent participation across workforce with non-traditional business hours.
- Educational efforts about need for various insurance types appreciated by employees. Comments included “(I) finally understand life and vision insurance.”
- Employers’ and employees’ feedback about enrollment materials with helping make enrollment easy was very positive. Comments included “like that it’s all bound in one place – benefits information, enrollment form and evidence of insurability form”.

PRODUCT	PARTICIPATION RATE
Life	55%
Vision	58%



### Enrollment Solutions Highlights

- Early employee engagement
- Enrollment meetings with certified enrollment specialist
- Easy-to-understand enrollment kits and educational flyers
- Toll-free benefits hotline