

Visual Benefit Communications

Seeing is Believing

Case Study: *Interactive enrollment a huge success*

Background:

Consultant had a client with 4,000 benefit eligible associates located in 17 states (36 locations). Based on satisfaction survey, associates had little appreciation for their benefits and indicated they wanted voluntary benefits. The client is growing, requiring flexibility to add new locations rapidly. Client wanted an online system. Consultant evaluating traditional enrollment solutions presented VBC with a challenge.

Challenge:

Design an online enrollment and communication plan that incorporates education for three new medical plan choices, a new dental, a new vision plan and three new voluntary products.

AND, build appreciation for benefits.

AND, complete the initial enrollment process over 5-week period.

AND, get the participation in voluntary products to meet underwriting requirements.

AND, provide ongoing enrollment for new hires.

Rules:

NO, one-on-one meetings

NO, mandatory call into call center

Solution:

VBC created an interactive online enrollment with call center support to educate and enroll associates.

Using a benefits enrollment system as the master system of record for benefits we improved record keeping and provide weekly data interchange with group insurance carriers reducing costs.

Client has a multi-year enrollment solution. New hires are enrolled for group and voluntary benefits when first eligible and there is an annual open enrollment that does not require additional voluntary products to support costs.

Results:

98% of associates enrolled in the time frame

88% went on-line to enroll

38% enrolled in at least 1 voluntary product

10% called the call center

42% enrolled in at least 1 voluntary product

Bottom Line

Client has open enrollment solution and ongoing administrative tools.

Consultant satisfied the needs of the client.

VBC has profitable business with good business partners.



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BOTTOM LINE

Client wins with enrollment solutions tailored to their needs and solution that is sustainable year in and year out without need to add new product.

Consultant/Broker wins with happier clients and higher commission split on voluntary products.

VBC wins with a stronger partnership with consultants/brokers and their clients.

"It was great. I really liked the way that VBC paid attention to detail"