

- Owner operator of cruise vessels that have ports of call around the world
- Headquartered in Coconut Grove, FL
- 222 total employees.
  - 117 Located in FL HQ
  - 75 Located in KS Bookings Call Center
  - 30 Located in 16 other states working as virtual call center agents

Azamara Cruises was a member of a PEO and had developed a small HR department. The PEO was both expensive and in some cases redundant. Expanding on an existing relationship a broker put together a benefit package that was a bit richer with significant savings. The HR department was concerned about how they would administer the Open Enrollment previously handled by the PEO and largely self-enrolled. Obstacles to overcome were benefit education, employees in 18 states, and managing all the changes to benefits. Ep6ix was brought into provide a white glove enrollment experience including pre-communication, Benefit Counselor support for onsite and call center enrollment, a platform build as a bridge to Paycom build, file delivery and case management and reporting throughout enrollment to provide visibility and accountability.

**Challenge:** *Neither client or broker had worked with an enrollment partner before, benefit education and enrollment had to be coordinated with call center responsibilities and several states and time zones*

### SOLUTION AND RESULTS



- Assisted employees with enrollment in Employee Navigator including medical, dental, vision, disability, life, HSA/FSA, critical illness accident and hospital.
- Trained and prepared Ep6ix Benefit Counselors to support core enrollment with onsite and call center options.
- Provided custom communication plan including text messages, custom branded HTML emails, videos, schedule tool, and more. **\*Click on or scan the QR Codes to access poster and video**
- Utilized ep6enroll.app for communication and case management including Benefit Counselor rating reports and Daily "Scheduled", "Completed", and "Not Yet Scheduled" reports to the client.

Poster



Video



- **50%** of eligible employees completed enrollment through a Benefit Counselor
- **98%** approval rating of Benefit Counselors by employees
  - 52 of 54 employees gave their Benefit Counselor 5-stars ★★★★★
- **\*Click on or scan the QR Code to access Benefit Counselor Ratings**
- 100% of email with video successfully delivered to employees
- 9 separate email communications sent with no failures

Ratings



### ENROLLMENT BY THE NUMBERS



#### VOLUNTARY BENEFITS

- Accident, Hospital & Critical Illness
- **186** enrolled employees



- **\$64,434** in Annual Premium
- **\$14,455** in Broker Commission

### TOOLS TO ENHANCE VALUE & SUBSIDIZE COST

#### ACTIVE ENROLLMENT

Active enrollment requires all benefit eligible employees to make elections of their benefits for the current year. These enrollments were supported with a Benefit Counselor on the Enroll Confidently platform.

#### VOLUNTARY BENEFIT OFFERING

Introduction of 3 worksite or voluntary benefits to be offered.