

- Paper manufacturer and logistics
- Over 30 locations including 20 divisions with varying benefit plans
- 2,500 largely remote workforce

Paper manufacturer and logistics company experiencing expansion of benefits to accommodate a competitive industry and growing workforce and a carrier change for medical and dental.

We introduced a virtual app to allow employees to access communication, schedule and complete their consultation with a Benefit Counselor, Custom Communication and Engagement strategy including branded poster and postcards, custom videos, text and push communication. Setup of Benefit Counselors with limited Administrative access to assist employees with enrollment inside of the Ultipro Prime platform to facilitate enrollment. Daily Reports showing employee ratings of Benefit Counselors to gain insight into the employee experience.

**Challenge:** Enrollments in prior years completed on Ultipro with corporate HR completing "roadshow" for education along with carriers to over 20 locations

## SOLUTION AND RESULTS



- Built voluntary benefits on Employee Navigator with a deduction file feed to UKG
- Provided 26 trained and Credentialed Benefit Counselors who supported both onsite and call center enrollment
- Deployed branded communication strategy including HR voicemail delivery, text messages, custom videos, posters and postcards in english and spanish
- Enrollment Technology, Communication, and Benefit Counselors provided at **NO COST** to Employer



- **88%** eligible employees were seen by Benefit Counselor
- **100%** approval rating of Benefit Counselor by employees
- **85%** of text messages successfully delivered to employees
- **78%** of voice mails successfully delivered

## ENROLLMENT BY THE NUMBERS



### VOLUNTARY BENEFITS

- Accident, Critical Illnes, Hospital & STD
- **970** enrolled employees



### WHOLE LIFE & CHRONIC CARE

- Whole Life
- **750** enrolled employees

## TOOLS TO ENHANCE VALUE & SUBSIDIZE COST

### ACTIVE ENROLLMENT

We define active enrollment as at least 75% of eligible employees completing enrollment with a Benefit Counselor. We can subsidize communication and enrollment platform for up to 2 years with voluntary benefits & active enrollment.

### VOLUNTARY BENEFIT OFFERING

Introduction of 2-3 worksite or voluntary benefits to be offered

### WHOLE LIFE

Introduction of a whole life option for employees on a voluntary basis