

CASE STUDY THEME:

Automated enrollment and benefit administration, replacing years of paper enrollment, manual processing and face to face meeting at each plant location. Reinforced broker's position with account by bringing technology, modernization and efficient communications to national employee base.

Industry: Laundry Services For Healthcare Industry

of Employees: 520

BUSINESS CHALLENGE

Crown, and the broker for Crown, have been operating with paper forms, face-to-face enrollment meetings and almost zero changes or upgrades to their benefits package in over a decade. This is the broker's largest account and he is extremely cautious about any external influences that could compromise his position. He stays close to the employees and facility managers by doing face to face enrollment meetings each year, as well as new hire orientations at the larger locations. Furthermore, the employer was only offering basic medical, dental and vision benefits with almost no participation in any voluntary products. The employer was very concerned that their blue collar, multi-lingual, multi-shift workforce would be unable to enroll online or tolerate any change in carriers or benefits.

SOLUTION DELIVERED

With 2 weeks lead time, WBD was able to successfully complete the following:

- Build a customized supersite with all new carriers, products and educational materials
- Configure system to Crown business rules and eligibility specifications
- Load and reconcile multiple different censuses
- Build and connect all carrier file feeds
- Successfully launch open enrollment with multiple new carriers and products
- Support enrollment with WBD call center
- Produce carrier self-bills for life, disability and voluntary benefits
- Custom enrollment video to use instead of him having to visit each location in person

IMPACT CREATED



Within **2** weeks we were able to successfully launch



All carrier test files were approved on **1st** testing round



25% Increase in commissionable revenue by offering voluntary products