

CASE STUDY THEME:

4th quarter complex install with flex credits / defined contribution and onsite face to face enrollment firm.

Industry: Food Service

of Employees: 5,700

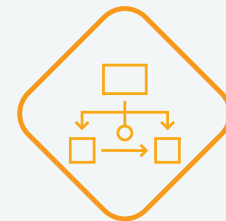
BUSINESS CHALLENGE

- 5,700 nationally dispersed employees that provide food service to prisons and correctional facilities.
- Employee population is very high turn-over, difficult to communicate with, decentralized, and most work in environments where you cannot use cell phones or computers. In addition, employer has been through multiple acquisitions and organization changes. As such, there were also multiple HRIS and record keeping systems that required organization, consolidating and reconciliation of employee data.
- The employer and broker make an incredible team. Together, they devised a revolutionary flex credit benefits program designed especially for their workforce.

SOLUTION DELIVERED

- Client leverages all of our core technology (ben-admin, supersite, COBRA, ACA, call center), plus a highly specialized communications package with customized videos.
- WBD successfully built custom defined contribution model with flex credits
- The first year, the group used an enrollment firm. The second year they used the WBD decision support and call center package.
- WBD created custom videos and open enrollment multi-media to engage and educate employees.
- We consistently deploy employee texting, outbound emails and outbound robot calls target messaging
- WBD built customized universal life enrollment product (high commission product for brokers)
- Each open enrollment, there is a significant increase in participation for all voluntary products
- WBD quickly and effectively integrated with the Kronos payroll and HRIS platform.

IMPACT CREATED



15 EDI integrations with carrier and payroll connectivity



38% Increase on voluntary benefits premium and broker commission



4 ben-admin solutions tried in the last 6 years prior to WBD