

CASE STUDY – Automotive Supply Company

WorkPlace Solutions, Inc.

WorkPlace Solutions is a full service, national benefit communication company. Our mission is to educate and assist employees in high quality benefit programs through easy-to-understand benefit communications and a streamlined benefit process. Our focus is on employee awareness, appreciation, and participation in the benefit programs offered by their employers.

The Client

This automotive supply company was founded in 1967 and is the world's leading automotive OEM Supplier of Functional Exterior Trim Products and a leading designer and manufacturer of original equipment roof racks and other auto body trim. They supply vehicle manufacturers worldwide. The client has 1,000 benefit eligible employees at 4 locations in 2 states.

Objective

The client wanted to move from a paper enrollment to a full benefit administration system. Implementing the new program would help increase the productivity of the human resources staff by reducing the time spent notifying each carrier of employee elections. By utilizing WorkPlace Solutions' Benefit Enrollment System, this objective was met.

There were also changes to the medical plan offerings that needed to be communicated to employees. The client would now offer 2 medical plans instead of 3 medical plans. In addition, two new voluntary benefits, Whole Life Insurance and Accident Insurance, would be offered to employees to help fill the gaps of the current benefit plan offerings, such as, increasing deductibles.

These changes needed to be fully communicated to the employees. With limited resources available to communicate these changes, the client engaged Workplace Solutions to handle the communication component and to conduct their 2011 Open Enrollment.

Process

To be sure, employees were advised of these changes, WorkPlace Solutions began planning their overall communication strategy eight (8) weeks prior to enrollment. We developed a comprehensive Benefit Booklet that described all benefits and outlined the changes that would impact the employees' benefit choices. The Benefit Booklet was handed out to each employee at onsite mandatory group meetings prior to enrollment. By receiving this information in advance, employees could make educated decisions on their elections at enrollment.

Next, in cooperation with Human Resources, WorkPlace Solutions collected all pertinent data relating to core benefits, existing coverage, and employee personal information. This data was used to build the electronic enrollment software for benefit enrollment. Informational slides were incorporated into the software to help employees make educated benefit elections.

Enrollment spanned three weeks. Initially, employees had two options for their individual enrollment: (1) they could meet with a Benefit Specialist on site, or (2) they could enroll via the WorkPlace Solutions Customer Care Center. By providing these two enrollment options, employees could choose how to enroll based on their individual preferences.

Result

The enrollment process was a success. 94% of all employees participated in enrollment. The Benefit Specialists, both on site and in the Customer Care Center, were very helpful in answering questions and assisting employees in making their benefit selections.

The two new benefits, Whole Life Insurance and Accident Insurance were very well received. 41% of employees enrolled in the Whole Life insurance program and 48% enrolled in the Accident insurance program.

Following enrollment, data was successfully uploaded to the client's payroll system and to all carriers. The electronic enrollment was a welcome change from previous enrollments that required employees to complete paperwork in order to enroll in their benefits.

Based on the success of the enrollment, the client has decided to include the self-serve option for their next annual enrollment. This option will also be available on a perpetual basis for new hires and for the client's employees who experience life events.

wpsENROLL 