

CASE STUDY

Auto Auction Management



Client: Auto Auction Management
Number of lives: 3,200
Number of locations: 150+

Bringing the Human Element Back to Benefit Enrollment

CHALLENGES

- Organization spun off from larger company
- HRIS system was not going to be ready for first Open Enrollment
- Dispersed employee population is challenging to engage and educate on benefits
- Limited budget for additional services
- All new benefit programs

RESULTS

- 3,187 of the 3,200 eligible went through the telephonic enrollment process
- The employees scheduled an appointment for the Call Center to call them
- **Over 68%** of the population enrolled in voluntary benefits
- CDHP participation increased by 23%

SOLUTION

Benefit Educators, LLC provided the following..

- **Technology:** The BenEd system was used to update employee demographic information and feed elections to carriers
- **Eligibility Management:** The BenEd team updated payroll files and carrier vendor portals until the benefits administration system was in place
- **Call Center:** The BenEd Benefits Enrollment Center was used to enroll all 3,200 employees and communicate the new benefits
- **Communications:** The BenEd communications team provided a dynamic communications package that included:
 - Benefits Guide
 - Postcards
 - Employee and manager memos
 - Posters

Client feedback:

“Hi! Just a quick note to say thank you for all your support during our enrollment, you guys were spot on and always responsive. I sincerely appreciate all that you did to make our 1st open enrollment successful. Please thank the counselors for me as well.”