

# CASE STUDY

## Manufacturing



**Client: Manufacturing**  
**Number of lives: 513**  
**Number of locations: 2 physical**  
**with many working remotely**

### CHALLENGES

- Formed through a divestiture from a 15,000 life group
- New benefits, new company, new culture
- Communicating with employees is challenging (line workers and remote employees)
- HRIS / Ben Admin system was not ready for open enrollment as well as several months after
- No formal communication plan in place to promote benefits brand
- Many employees are not tech savvy or well versed in benefits

### SOLUTION

- BenEd was used to provide technology, benefit counselors, and communications
- BenEd met one-on-one with all employees at the two main facilities and all remote employees via the Benefits Enrollment Center
- During the meetings the Benefit Counselors educated employees on the new benefits and enrollment them in the system
- Common Census was used to manage the Open Enrollment and to send data to the carriers and to client for payroll deductions
- After Open Enrollment and before the HRIS system was ready BenEd manually updated carrier portals and the eligibility file (adds, terms, life events, etc)
- BenEd created a robust pre-communication campaign that included:
  - Benefit Guide
  - Postcards
  - Manager and employee memos
  - Posters
  - Email blasts
  - Webinar

### RESULTS

- 503 employees enrolled through a Benefit Counselor (out of 513)
- HR responded very favorably to the one-on-one support and the work of BenEd

*Be Engaged - Be Educated - Be Empowered - Be Enrolled*

*Be Better at Benefits*