



## CASE STUDY:

# Welcome to the Team, Virtual Assistant

*Artificial intelligence supports credit union during massive growth period*



## Challenge

Serving over 2.4 million members at America's second-largest federal credit union, the Pentagon Federal Credit Union (PenFed) is growing fast. In the last three years, they've seen tremendous success through organic growth and several acquisitions. Company leaders expect the not-for-profit federal credit union to continue this growth in the coming years.

While growth like this is a welcome development, it can also create challenges for the internal HR team to support the increasing employee population. "We're using the tools and resources available to us but can always use additional resources outside of email and shared drives to provide employees with the information they need on our benefits programs," said Vice President of HR Operations Julia Moreno.

The PenFed benefits team serves 3,400 benefits-eligible employees across the United States, Puerto Rico, and at military bases in Guam and Japan. They have over 50 branches dedicated to helping people manage their finances, buy their first home, start their own business, and be change-makers within their local communities.

"As a credit union, we're all about people helping people," added Director, Benefits & HR Shared Services Veronica Dewald. "It's at the heart of everything we do."

Behind the scenes at the Tysons, Va., headquarters, Veronica's team has been busy supporting PenFed's rapidly growing workforce through onboarding, annual enrollment, life events, offboarding, COBRA administration, and a seemingly endless stream of benefits-related questions—responsibilities that became even more challenging during the pandemic.

Facing these obstacles, PenFed needed additional sophisticated technology to scale with them while providing a level of configurability to tackle new challenges.

## Company Snapshot



Nation's **second-largest federal credit union** by asset size



**3,400 benefits-eligible employees**



Over **50 branches** across 10 time zones



## Solution

For an organization that prides itself on “people helping people,” turning to artificial intelligence may seem counter-intuitive at first. But that’s exactly what the team did when they onboarded Sofia<sup>SM</sup>, Businessolver’s personal benefits assistant. And it was the right move.

Using artificial intelligence enables the organization to help others faster and more efficiently. The AI-powered virtual assistant provides employees with the benefits information they need to know and fast.

“Sofia is a win-win for everybody—for our teammates and the HR team,” Veronica said. “Our teammates are PenFed’s most valuable asset and Sofia allows us to answer their benefits questions immediately.”

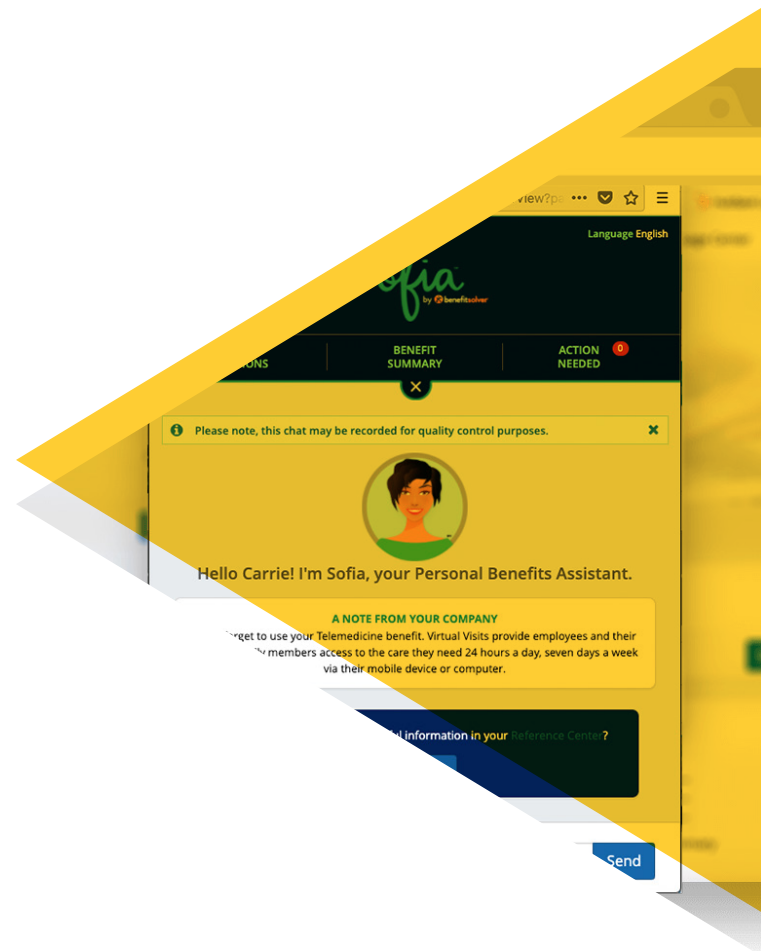
In Sofia’s first three months with PenFed, she took 573 conversations out of the email inboxes and voicemails of PenFed’s HR department—that’s 64 fewer conversations per HR professional per month in just the initial period after integration. Not to mention, nearly a quarter of these chats occurred outside of normal business hours. Employees can get the information they need whenever they want—on any device.

Sofia works online, via the MyChoice® Mobile App, and over the phone 24 hours a day, every night, and every weekend. No matter what time zone employees are in, they can get information on their benefits specifics, dependent verification, current ID cards, and more. With artificial intelligence integrated into the Benefitsolver® solution, Sofia helps HR professionals focus on improving processes and furthering business initiatives.

In addition to Sofia, Benefitsolver houses a resource library, announcements, appointment scheduling, and payment options so everything benefits-related is under one roof.

**“Sofia is a game-changer for work-life balance. You have things in your personal life that you need to take care of and the easier we make it, the more energy you have to focus on the other priorities in your life and at work.”**

This year the team is even more excited about the upcoming annual enrollment period, knowing that each and every PenFed employee will receive the immediate individual guidance they need to select the benefits that are best for their family. By choosing Benefitsolver with Sofia, PenFed gained a solution that can grow with the organization. Plus, automated reports let leaders know how employees are using the system and the configurability gives them the tools to deliver on their promises.





## Results

### Before Benefitsolver:

- ▶ Manual new hire enrollment for an average of 20 hires every week
- ▶ First-in, first-out approach to answering employees' questions and concerns via email and voice mail; responses might come the next business day
- ▶ Benefits enrollment software separate from COBRA provider and separate from staff resource library

### After Benefitsolver:

- ▶ Personalized benefits recommendations within an automated signup process
- ▶ Instant answers to urgent medical, dental, and vision questions, regardless of time zone or communication preference
- ▶ All benefits information in one place including ID cards, payments, and scheduling

## By the Numbers

Learn how Sofia helped employees navigate and manage their benefits during the most recent annual enrollment season.



## About Businessolver

Founded by HR professionals, Businessolver's unwavering service-oriented culture and secure SaaS platform provide measurable success in our mission to provide complete client delight. Since 1998, Businessolver has delivered market-changing benefits administration technology supported by an intrinsic responsiveness to client needs. We create client programs that maximize benefits program investment, minimize risk exposure, and engage employees with easy-to-use solutions and communication tools to help them make wise and cost-efficient benefits selections.



Market-Leading Benefits Technology  
+ Innovative, High-Touch Services

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