



CASE STUDY:

A Virtual Innovation for Real Results

Multi-Channel Approach and the Right Technology Supported a Major Pivot

Businessolver is at the forefront of benefits delivery—providing employers a comprehensive, proprietary benefits technology, including ACA compliance services, consumer directed healthcare accounts, and dependent verification. As more employers choose Businessolver, their own employee base has grown at an average 24% rate over the last three years, with a rate of 34% in 2019 alone.

Because of the nature of the work, Businessolver's workforce as a whole is pretty savvy about benefits offerings. And while it's nice to have benefits-savvy employees, the HR team noticed opportunities to increase engagement.

Company Snapshot



Benefits technology innovator with eight offices nationwide and 22% remote workforce (pre-COVID). Shifted to 100% remote workforce in March 2020.



Founded in 1998 with **steady employee growth** for the last 20 years



Relatively high **employee benefits literacy**

Challenge

When the whole world began shifting in March of 2020 due to the pandemic, Businessolver leadership realized quickly that they would need to pivot many of the tried and true strategies around annual enrollment – from plan design to delivery.

“Like many organizations, we quickly transitioned from a multi-office, nationwide employee base to a fully remote workforce over the course of one weekend. Our team, IT and several other departments supported almost 1,200 employees moving to home offices without missing a beat—and without disruption to our clients and members,” said Marcy Klipfel, Chief Engagement Officer.

Amidst the challenges of sustaining company culture and resourcing everyone for their new “offices,” the engagement team was in the third and final year of a full replacement project for its medical plans and had already planned for an active mid-year annual enrollment.

A Sense of Urgency

Finally – the biggest challenge of 2020 – as the leadership team evaluated the impact of COVID-19 on the business, they realized that auditing their total rewards package even further could deliver significant cost savings and create a buffer for future impact of the pandemic. But how do you pivot your benefits strategy just a month or so before plans and costs need to be loaded for enrollment? Then, how do communicate those changes quickly so employees don't miss out on essential benefits?

With so much on the line for the employees and the business, Solvers got to work.

Solutions

Virtual Benefits Fair

The foundation for communicating these changes was a virtual benefits fair. The Studio B team, Businessolver's employee engagement practice, quickly stood up the experience using an innovative online publication technology. Working closely with engagement to provide the content, Studio B created a themed interactive benefits event that leveraged video from our chief engagement officer as well as explainer videos. It highlighted the changes and plan details in easily digestible bits of information and linked out to Benefitsolver® so Solvers could take instant action to enroll.

With the virtual benefits fair delivery, Businessolver was able to provide an after-hours and family-accessible site while also getting insights about employee engagement throughout the fair period, including unique site visits and time spent in each section.

"What really helped the engagement team was being able to track the engagement for each component of the fair. We were even able to see whether the fair was accessed on a desktop or mobile device. Having this kind of data helped us determine how effective the fair was, and it will help us shape our approach for future benefits communications," said Sarah Warren, Benefits Manager.

Finally, the biggest time-saver is that Businessolver can continue to use this virtual benefits fair offering as the ongoing benefits guide for new hires. Once all the information is entered, it becomes a much more engaging way to educate new hires and provide an ongoing resource, and the engagement team is relieved of the task of maintaining a massive, static PDF document (that no one really reads). Businessolver became the pilot program for our virtual benefits fair experience that we can now deliver to clients for their AE.

E-Learning for Adults

While group conference call technology certainly isn't proprietary to Businessolver, in the year of the virtual-everything, it became a critical alternative to the in-person meetings the team had employed in the past. The engagement team held two virtual "learning lounges" in lieu of typical on-site meetings in the larger offices, so interested employees could hear from the chief engagement officer about the details of specific plan changes, learn why the plans were changing and ask questions in a casual format.

"What really helped the engagement team was being able to track the engagement for each component of the fair. We were even able to see whether the fair was accessed on a desktop or mobile device. Having this kind of data helped us determine how effective the fair was, and it will help us shape our approach for future benefits communications."

Sarah Warren, Benefits Manager

Layout Manager

Additionally, the Businessolver engagement team worked with Studio B to “punch up” the look and feel of the employee benefits home page within Benefitsolver. In addition to creating a more appealing and fresh landing page, the engagement team was easily able to make mid-AE messaging changes in response to popular questions. For instance, a frequent source of confusion appeared to be around HSA enrollment timing. Warren was able to update the home page in minutes to change the messaging. Throughout the AE cycle, Warren and her team could generate messages that clarified the deadlines and enrollment information based on employee feedback.

Action Manager

Because of the significant plan changes, Businessolver required an active enrollment for the first time in several years. In order to communicate the importance of making elections to continue coverage, the engagement team used Benefitsolver’s Action Manager communications framework to set up reminders that could be sent on a defined schedule to employees at each stage in their enrollment journey. Not only could they deploy reminders to continue or start the enrollment process, they could also set up the communications with targeted messaging to members of specific plans or with particular benefits. All employees received reminders, and the communications could be instantly updated or amended when needed.

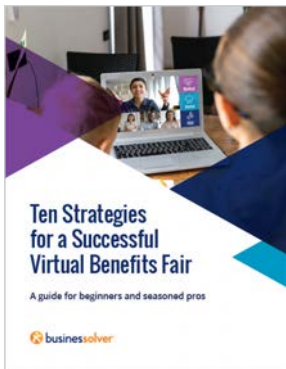
“We leveraged the Action Manager in a greater way this year than we had before,” said Warren, “it really made a difference in getting the right messages out to the right employees based on their specific enrollment needs.”



Results

- ▶ The pilot virtual benefits fair was a success. 58% of Solvers visited the online fair experience.
- ▶ 100% of Solvers who needed to shift from the PPO to the HDHP plan completed their enrollment within the AE window, meeting the goal engagement set forward.
- ▶ Using Action Manager to segment communications by enrollment type and plan design, the engagement team was able to get to 97% enrollment status by the AE deadline with very few one-off issues to resolve.
- ▶ Businessolver used standard internal video call technology at no cost to facilitate the "learning lounge" meetings and reached 7% of the Solver population through that medium.
- ▶ Automated messaging and enrollment site changes through the Benefitsolver platform gave the team the ability to target and pivot communications as needed throughout AE, being responsive and proactive to employees' needs.

In light of the cost-savings at stake and the newly-remote workforce communications challenges, Warren was grateful for the Benefitsolver tools and the newest addition to her AE arsenal, "I don't really know what we could have done that would have had a greater impact than the virtual benefits fair this year."



Learn More

Get more insights about how to launch your own virtual benefits experience with our Guide: **Ten Strategies for a Successful Virtual Benefits Fair.**



of Solvers visited the online fair experience.



of Solvers who needed to shift from the PPO to the HDHP plan completed their enrollment within the AE window.



enrollment status by the AE deadline.

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

businessolver.com

©Businessolver.com, Inc. 2020. All rights reserved.