



SUCCESS STORY

Partnering for voluntary benefits success

Company profile

Recreational Vehicle/Boat Dealers under Retail Trade

110 employees

Mix of in-person and remote workers

Challenge

- Gaps in employee understanding of core and voluntary benefits
- Complex enrollment needs of employees
- A distributed workforce and engaging hybrid workers



Ramp up employee engagement with benefits

We filled in the gaps in benefits education, streamlined administrative processes, and delivered 1-to-1 benefits counseling for hundreds of employees across multiple work sites and shifts.

[Read our customer success story](#)

Solution

Colonial Life provided a “concierge-style” approach in delivering customized communications to educate employees on benefit options and the enrollment process. This included the promotion of pre- and post-enrollment materials and solutions to help increase employee satisfaction and understanding of voluntary benefit options.

Key tactics for success



Flexible enrollment technology



Holistic voluntary benefits education



Benefits experts dedicated to every aspect of enrollment



Strategic, integrated communication campaign

Results

- 99% of employee attendance (in person or virtually)—employees receive personalized education on their benefit options, **enabling them to make more informed decisions** about protection for their unique needs.
- Of the employees who attended a counseling session, **45% participated in two or more of the Colonial Life products** offered.

Learn how our tailored approach to enrollment ensures a well-informed, engaged and protected workforce.

[Contact sales](#)

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