



## SUCCESS STORY

# Virtual enrollment ramps up engagement with benefits

## Solution

Colonial Life paired people with technology to deliver a 100% virtual enrollment experience focused on personalized benefits communication and education to increase employee satisfaction and understanding of core and voluntary benefit options.

### Key tactics for success



A team of local and national Colonial Life benefits experts dedicated to the simplification and management of every aspect of the enrollment



Holistic core and voluntary benefits education



Strategic, integrated communication campaign



Flexible enrollment technology

## COMPANY PROFILE

Utilities industry

500+ employees

30 locations across 4 states

## CHALLENGE

- Complex enrollment needs amplified by global pandemic
- Gaps in employee education and understanding of benefits
- Administrative time spent managing benefits program

**“Working with Colonial Life is like working with one of your favorite co-workers, even though we had just met and hadn’t worked together before. They put my team at ease, never got frustrated by our questions and were proactive and solution-focused.”**

*HR Manager*

## Results

- **96% of employees attended a 1-to-1 benefits counseling session via co-browsing or telephonically.** Flexible enrollment options and a robust communication strategy contributed to a high employee engagement rate in 1-to-1 benefits counseling.
- **Employees who attended enrolled in \$4.5 million of core coverage and nearly 60% added voluntary benefits.** When employees are educated on their benefit options holistically, they’re able to make informed decisions about financial protection for their unique needs.
- **96% of employees were satisfied with their benefits counseling and nearly 90% said it improved their understanding of benefits.** Delivering 1-to-1 benefits counseling, in ways convenient to where and how they work, plays a vital role in employee satisfaction and understanding of their benefits.

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