

SUCCESS STORY**Employee benefits case study**

Open enrollment increases employee engagement

The goal

A company managing employees across 14 locations was preparing for two acquisitions and approaching an open enrollment period. In addition, employees would be experiencing a benefits plan increase for the first time in 12 years. The company was seeking an open enrollment program that would handle all the moving parts but wouldn't over burden the HR department who didn't have enough time or resources.

The action plan

Marsh McLennan Agency (MMA) recommended using the EnrollSMART approach to streamline the open enrollment process and increase employee engagement. Through EnrollSMART, MMA partners with select carriers and specialized enrollment firms to offer one-to-one benefit consulting during open enrollment which is funded and supported by highly valued voluntary products.

Because employees were spread across 14 locations, customized employee benefit education and engagement was challenging. MMA created a tailored benefit guide to host new hire and open enrollment webinars for employees. Dedicated enrollment consultants helped mitigate cost increases by engaging with employees one-on-one providing additional education on the organization's HSA plan and voluntary benefit offerings.

To open HR department bandwidth, a self-service model for ongoing enrollment and payroll was implemented. First, they transitioned from paper to electronic enrollment by eliminating manual entry into the payroll system. They implemented EDI feeds, which automatically transmit employee elections to carriers during enrollment, from the insurance carrier to payroll and allocated money from the program to pay for the feeds. MMA consolidated the organization's carrier partners for administrative ease, and as a result, the client received a 3% technology credit from the carrier.

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Client profile



Employee health & benefits

367%

increase in employees enrolled in voluntary benefits

50%

decrease in benefit plan expenses



Valuable time saved for the HR department

Learn how the MMA EnrollSMART approach can help you enhance your organization's benefits experience.

[MarshMMAMidwest.com](https://www.marshmma.com)

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The result

As a result of a major education push using the EnrollSMART solution, MMA helped complete the open enrollment process in 8 days while increasing the number of employees enrolled in voluntary benefits from 30 to 140. MMA was able to help the company streamline open enrollment, educate on their benefits package and change carriers to offer more competitive benefit plans at affordable costs. Finally, after reviewing the company's insurance carrier and finding they were charging too much, MMA was able to assist in switching the organization to a new carrier which decreased their costs by half.



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