

private sector



INDUSTRIAL MANUFACTURER

For more information contact your Conner Strong & Buckelew representative at 1-877-861-3220.

THE ISSUE

A national industrial manufacturer operated a largely paper-driven benefits platform with employees receiving paper forms and disconnected plan materials. The paper-driven process created many inefficiencies for the HR office and made the enrollment and on-boarding process for associates cumbersome and labor intensive. The client wanted a solution to streamline benefits delivery to create a more efficient and favorable associate experience.

OUR RESPONSE

Conner Strong & Buckelew built a customized web platform for the client using its proprietary BenePortal system. The site was private labeled for the client and was built to become the benefits hub for all benefit products and services. The site automated the delivery of benefits so that all options were available on line including plan choices, cost, coverages, carrier links, important announcements, benefit booklets, the vacation schedule, company handbook, wellness information and even custom web videos that explain the programs. Associates now go to a "single-source" for all benefits related materials, allowing the customer to eliminate virtually all of the paper from the process. BenePortal is a standard client deliverable and was provided at no additional cost to the group.

THE RESULT

The customer now has a unique platform that showcases the real value of their benefit plans. They also realized considerable process improvements in the HR offices that streamlined their benefits delivery procedures. Employee reaction was very favorable, and the site has allowed the employer to use benefits as a recruitment tool for prospective employees.



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