

CASESTUDY

retail

LARGE NATIONAL RETAILER

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

THE ISSUE

A large national retailer, with more than 5,000 free-standing stores and mall locations, had a historic two-vendor approach for benefits delivery. The process created additional work and administrative effort. The strategy was formed on the basis that one vendor could handle national benefits while the other had a stronger regional presence within a certain geography.

OUR RESPONSE

Conner Strong & Buckelew challenged the strategy and was asked to craft a new single-vendor solution that could adequately address access in all markets. After a thorough marketing approach, Conner Strong & Buckelew suggested a third vendor, new to the retailer, to replace the favored two legacy vendors.

THE RESULT

With a new single-vendor approach, Conner Strong & Buckelew was able to craft a better access match, reduced administrative costs and deeper network discounts to the tune of more than \$500,000.

