

CASE STUDY

Employee Education Aids Multi-Product Voluntary Success

Client Profile

- *Industry:* Electrical Contracting
- *Locations:* 2 locations in NC
- *Employee Demographics:* 69 employees; Average age = 40 – 50
- *Existing Benefits:* Medical, Basic Life
- *New Guardian Benefits:* Life, Short-Term and Long-Term Disability, Vision (All voluntary)

Top Challenges

- Client offering multiple new benefits all on an employee-pay all basis
- Employees often not in a company location due to travel

Key Advantages

- Employer and broker involved in developing strategic enrollment plan and lent support with endorsing

Enrollment Solutions

- *Enrollment Success Plan (ESP)*, group was eligible for Guardian's ESP wherein minimum participation requirements were waived in exchange for client's commitment to follow and endorse simple enrollment recommendations proven to increase participation.
- *Awareness of employee benefits*
 - Employee communications announcing upcoming benefits offerings and enrollment meetings built excitement and early engagement.
- *Enrollment Time*
 - Face-to-face, mandatory group enrollment meeting enabled all employees to benefit from expertise of live benefits enrollment specialist.
 - Toll-free benefits hotline served as additional resource for questions & answers.

Results & Participation Snapshot

- Enrollment strategy achieved excellent participation across all four lines of voluntary benefits offered.
- Broker and employer extremely satisfied with effectiveness of Enrollment Success Plan.
- Employer pleased with support services like toll-free hotline which eased administrative duties.

PRODUCT	PARTICIPATION RATE
Life	52%
Short-Term Disability	71%
Long-Term Disability	83%
Vision	83%



Enrollment Solutions Highlights

- Guardian's Enrollment Success Plan
- Early employee engagement
- Enrollment meeting with certified enrollment specialist
- Toll-free benefits hotline

The Guardian Life Insurance Company of America, New York, NY 10004.

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