



COMPANY PROFILE

Recreational Vehicle/Boat Dealers under Retail Trade

- 110 benefit eligible employees

COMPANY CHALLENGE

- Employee education and understanding of core and voluntary benefits
- Employer education on enrollment technology
- Engaging in-person and remote employees

"Colonial Life's only goal is to help me achieve whatever I've set out to achieve with a group – whatever those endeavors are."

Ian Kubbe
Brown & Brown

SUCCESS STORY

Introducing a company to voluntary benefits

SOLUTION

Colonial Life provided a "concierge style" approach in delivering customized communications to educate employees on benefit options and the enrollment process. This included promotion of pre- and post-enrollment materials and solutions.

TACTICS

- Flexible Enrollment Technology
- Holistic Voluntary Benefits Education
- A team of Colonial Life benefits experts dedicated to every aspect of the enrollment, from pre- to post-enrollment and beyond
- Broker partnership and alignment

RESULTS

99%

**ATTENDANCE =
PERSONALIZED
EDUCATION**

99% of employee attendance (in-person or virtually) – employees receive personalized education on their benefit options, **enabling them to make more informed decisions** about protection for their unique needs.

45%

**COUNSELING =
GREATER
PARTICIPATION**

Of the employees who attended a counseling session, **45% participated in two or more of the Colonial Life products** offered.

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