



SUCCESS STORY

Virtual enrollment addresses complex needs

Solutions

Colonial Life addressed the client's complex enrollment needs with virtual enrollment tools and a personalized benefits communication and education strategy, enabling employees to have 1-to-1 benefits counseling convenient to their schedules. This approach boosted employee engagement and decreased the client's administrative burden.

COMPANY PROFILE

Veterinary industry

5,500 employees, multiple shifts

300 locations nationwide

CHALLENGE

- Deliver a personalized enrollment strategy focused on employee wellbeing in the midst of a global health crisis.
- Improve employee engagement with benefit options.
- Reduce the client's administrative burden related to managing their benefits program.

Key tactics for success



A team of local and national Colonial Life benefits experts dedicated to every aspect of the enrollment, from pre- to post-enrollment and beyond



Flexible enrollment technology



A highly trained National Enrollment Team committed to educating each employee on their benefit options



Holistic focus on employee wellbeing

Results

- **Nearly 1,000 employees attended 1-to-1 benefits counseling via co-browsing or telephonically.** Flexible enrollment options, combined with a robust communication strategy, helped employees obtain personalized education on their core and supplemental benefits as well as key wellness resources, like an Employee Assistance Program (EAP).
- **77% of employees who attended enrollment added voluntary coverage.** When employees receive personalized education on their benefit options, they're able to make informed decisions about financial protection for their unique needs.

Colonial Life products are underwritten by Colonial Life & Accident Insurance Company, Columbia, SC. Colonial Life & Accident Insurance Company is not licensed in New York. In New York, insurance products are underwritten by The Paul Revere Life Insurance Company, Worcester, MA, and administered by Colonial Life & Accident Insurance Company.

© 2023 Colonial Life & Accident Insurance Company. All rights reserved. Colonial Life is a registered trademark and marketing brand of Colonial Life & Accident Insurance Company. FOR BROKERS AND EMPLOYERS 3-23 | NS-454836-1