



## CASE STUDY

# Laboratory Testing Services Company Adds New Voluntary Benefits While Cutting Administrative Costs

### Case Details

The company offered one auto & home insurance carrier and one legal plan. The benefits team wasn't ready to evaluate a purchasing program as a benefit in the first year; this program was rapidly gaining popularity and adoption in other companies.

### Challenge 1

The company wanted to add more choices for auto & home insurance. However, the administration efforts for the two existing voluntary benefits had already maxed out the tech and payroll teams' capacity. The goal was to add choice without adding any administrative costs or effort.

### Challenge 2

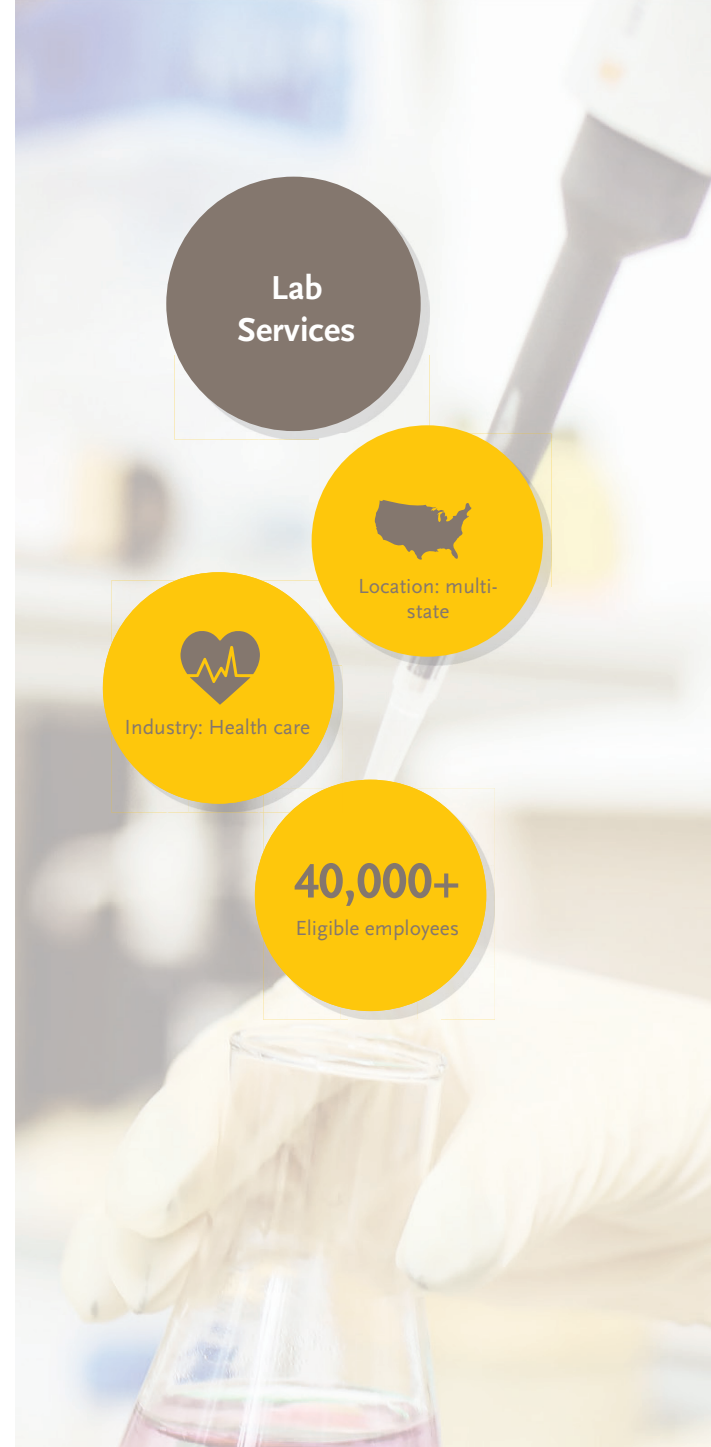
Enable a consultative conversation that focuses on the employee as the consumer and highlights their needs according to data; with the goal to consider the implementation of a purchasing program as a successful benefit.

### Solution 1

Consolidate the two currently used payroll slots into one. Fold the legal plan into the same deduction, effectively reducing effort and cost for the company. Also, scale the offer to 3 auto & home carrier choices instead of 1, with a new auto insurance quote comparison tool for the employees' convenience.

### Solution 2

Provide continuous consulting and education regarding the needs of the market by showing how products that may appear irrelevant, can actually be helpful for diverse demographics. For example, purchasing programs through payroll deduction.



### Enrollments

