

# CASE STUDY

## Strong Participation Across 5 Company Locations

### Client Profile

- **Industry:** Engineering
- **Locations:** 5 locations in FL, HI, CA, GA and VA
- **Employee Demographics:** 100 employees; Average age = 35; Average salary = \$50,000
- **Existing Benefits:** None
- **New Guardian Benefits:** Dental, Vision, Short-Term & Long-Term Disability, Basic and Optional Life

### Top Challenges

- Multiple company locations in various time zones

### Key Advantages

- Personalized enrollment kits with employee-specific cost information
- Employer and broker involved in developing strategic enrollment plan and lent support with endorsing

### Enrollment Solutions

- **Awareness of Employee Benefits**
  - Employer-endorsed employee communications announcing upcoming benefits offerings and enrollment meetings built excitement and early engagement.
- **Enrollment Time**
  - Enrollment materials in one, easy to understand document with cost information specific to employee.
  - Combination of live group meeting and conference calls, led by a certified enrollment specialist.
  - Toll-free benefits hotline served as additional resource for questions & answers.

### Results & Participation Snapshot

- Enrollment strategy achieved excellent participation across workforce based in multiple locations and time zones.
- Broker, employer and employees' feedback about enrollment materials helping drive participation very positive. Comments included "easy-to-read" and "customer-friendly".

PRODUCT	PARTICIPATION RATE
Dental	84%
Short-Term Disability	79%
Long-Term Disability	79%
Vision	74%
Optional Life	90%



### Enrollment Solutions Highlights

- Early employee engagement
- Personalized enrollment kits
- Live group meeting and conference calls with certified enrollment specialist
- Toll-free benefits hotline

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