

November, 2020



CLIENT OVERVIEW

Eligible Lives: 8,000
Locations: 1300+ Retail Telecom Stores
Demographics:

- Average age mid 20s,
- Average salary \$25,000
- 40% Enrolled in Medical

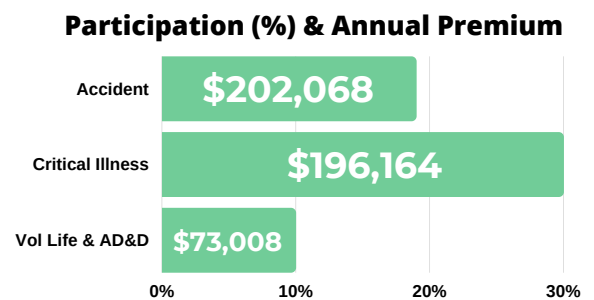
Enrollment: Mandatory
Benefits Platform: ADP
Plan Changes: 3 Virgin Voluntary Benefits



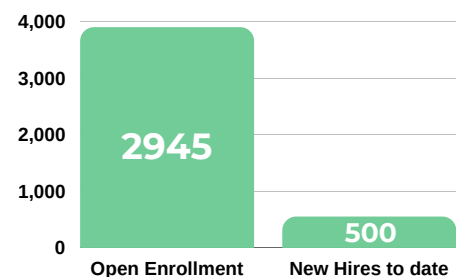
SOLUTIONS

- **Team** - Dedicated project manager, marketing coordinator, and call center manager
- **Project Management** - Led **12** consecutive weekly check ins to provide real time case management
- **Content Creation** - **30** targeted notifications & an all-in-one Benefit Resource Site
- **Content Distribution** - **34,867** Text messages & **86,396** emails deployed
- **Tracking** - Engagement was tracked via link clicks for Benefit Resource Site & scheduling tool
- **Ongoing Support** - We continue to be the source of content distribution and benefit education for all employees

RESULTS



Benefit Resource Site (Visits)



SUMMARY

Our client needed a robust communication strategy to overcome challenges of engagement in previous years. Targeted messages towards Critical Illness & Accident proved effective. Prepare Benefits will use this strategy to drive participation for Vol Life in next year's Open Enrollment.

Let's set new expectations together!

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