

CASE STUDY: Expertise in Action Simplifying a Complex Benefits Transition

CLIENT'S NEED

- Our client was **undergoing a significant organizational transformation** that included health and well-being benefits.
- As part of this, they were **transitioning their benefits administration to bswift** and were looking to ensure that all employees were **aware of the changes and activated to enroll in new benefits** in a new way.



OUR SOLUTION

- **Launched a new benefits identity** to build on the broader transformation initiative
- **Developed a new multi-lingual public benefits website** to serve as a hub for all audiences across U.S., Canada, and U.K.
 - Multi-channel transition
 - Annual Enrollment communications
 - Ongoing awareness campaign
- **Delivered information across multiple channels** to ensure visibility with large, non-wired population

IMPACT

- ✓ **95% of the benefits-eligible** population visited the public site in the 4 weeks leading up to Annual Enrollment ¹
- ✓ **On the first day of enrollment 20% of the population** logged on to enroll and download the mobile app ¹
- ✓ **The transition to bswift was a seamless event**, amidst a sea of change for the employee population