

CASE STUDY

American Furniture Company Modernizes Benefits Access With a New Digital Experience

CHALLENGES SNAPSHOT

- Existing benefits website lacked depth and wasn't easily accessible.
- The client was simultaneously launching a new brand, creating the need for a more modern, aligned digital experience.
- Need to establish a single, trusted destination employees would use before, during, and after Open Enrollment.
- Employees and their families couldn't easily find accurate, up-to-date benefits information.

SOLUTION: MODERNIZED, DIGITAL EXPERIENCE

bswift Engagement Solutions partnered with the client to design and launch a public benefits website that centralized information and improved accessibility across audiences. A phased rollout and multi-channel communication approach helped build awareness and drive adoption ahead of Open Enrollment.

KEY COMPONENTS:

Building the Public Benefits Website

- Designed and developed a modern, user-friendly public benefits website.
- Consolidated all benefits information into a single, easy-to-navigate digital hub.
- Ensured the experience aligned with the client's newly launched brand and visual identity.
- Created a year-round destination employees and families could rely on for accurate information.

Driving Awareness Through a Phased Rollout

- Soft-launched the site to give employees and families time to explore it ahead of high-traffic periods.
- Built early recognition through "coming soon" postcards, email, and digital signage.
- Familiarized audiences with where to go for benefits information before Open Enrollment.

Reinforcing the Website as a Go-To Destination During Open Enrollment

- Positioned the new website as the central resource for all Open Enrollment information and actions.
- Directed every Open Enrollment communication back to the site, including emails, QR codes, digital displays, and what's changing content.
- Data showed employees actively visited and valued the site during the Open Enrollment window, using it to understand updates and navigate next steps.

La-Z-boy

ABOUT THE CLIENT

Industry: Furniture Manufacturing

Years in Operation: Nearly 100 years

Employees: More than 11,000



IMPACT

Strong Digital Engagement

The new public benefits website saw consistent exploration before and during Open Enrollment, with employees spending time reviewing updates and accessing guidance. Early usage patterns showed the site was valued and served as a trusted destination for benefits information.

Informed Decision-Making

Employees used the website to understand what was new for 2026, review plan changes, and access enrollment guidance, helping them make more informed benefits decisions.

High-Impact, Multi-Channel Campaign

The coordinated communication approach delivered clear, timely information across multiple channels, contributing to a smooth employee experience and strong engagement throughout Open Enrollment.