

HEALTH AND BENEFITS ADMINISTRATION

IMPROVING THE EMPLOYEE EXPERIENCE FOR FIRST-TIME H&B OUTSOURCER

BACKGROUND

- Mass media company with operations including television, radio, outdoor advertising, publishing, interactive media, music and licensing
- More than 16,000 active employees located in all 50 states
- Employee education and salary levels vary widely

CHALLENGES

- Large population with no centralized contact center for health and benefits (H&B) inquiries (employees called local HR generalists)
- Because of widespread employee population, many did not have an HR representative at their location
- Open Enrollment was done via in-house, online system that was difficult to use and did not provide confirmation of benefit elections
- All life event changes were handled through paper-based forms, which created delays due to manual processing
- Passage of health care reform led to concern about accurately updating internal H&B systems and handling employee inquiries
- Concerns around employees' Open Enrollment experience due to challenges with prior year's enrollment

MERCER'S SOLUTION

- Combined, and streamlined, H&B administration for all locations
- Rolled out self-service technology to handle both Open Enrollment and life event requests
- Created robust, multimedia communications around Open Enrollment and the change to outsourcing
- Supplied necessary system updates and call center training related to health care reform
- Enhanced employee experience through benefits website and contact center

RESULTS

- Automated processing for all H&B transactions – including life events – simplified Open Enrollment, expedited life event requests and resulted in fewer errors
- Reallocated HR resources from handling Open Enrollment, manual life-event processing and other H&B inquiries to more strategic initiatives
- Improved employee experience through highly-trained contact center representatives who were focused on H&B plans