

Virtual delivery methods – Re-enrollment



Client profile

Current benefits: Accident, Critical Illness, Long Term Disability, Voluntary Life

Did you know?

Your dedicated Enrollment



Manager supports you through the entire enrollment process, working with you and your employee benefits broker to create an experience tailored for your workforce that you'd want to repeat every year.

Challenge

With multiple locations, no HRIS system for enrollment, and a newly virtual work environment the client was looking to move their enrollment strategy to 100% virtual while still providing proper education and awareness to their employees.

Strategy

- ✓ Pre enrollment included email blasts and enrollment information
- ✓ Benefit counselors recorded 4 different presentations on the various products and enrollment process. Recordings were then distributed to the client's intranet sites
- ✓ Benefit counselor supported a call center for Q&As throughout enrollment

Results

The new virtual enrollment strategy was extremely successful. Participation in benefits increased, one location went from 5% participation in Accident to 34%, and 2% participation in Critical Illness to 18%. Overall, the client increased premium by \$148,000.

Participation results per product line



Success

Benefit to Employee – All employees, regardless of location, had access to benefit and enrollment information. This allowed for a better, more convenient, enrollment process for the employee.

Benefit to Client – The virtual solutions Sun Life provided allowed the client to meet their goal of providing seamless education to all employees regardless of location.

To learn more, call your local Sun Life Employee Benefits Representative.

*Only offered in select locations.

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