CASE STUDY: FITNESS CHAIN

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National Chain of Fitness Centers Transitions to Workforce Junction with Open Enrollment during Covid-19 Pandemic

Here's a case where complexity, cynicism and COVID-19 could not stop Workforce Junction from delivering a big-company enrollment experience. The outcomes speak for themselves. On top of reducing implementation costs by increasing voluntary plan enrolment, world class employee education and decisions support resulted in an exceptionally high level of employee satisfaction and engagement.

Client Quick Facts

- 46 locations nationwide
- Large number of variable hour employees
- Large number of hires, terminations, and rehires

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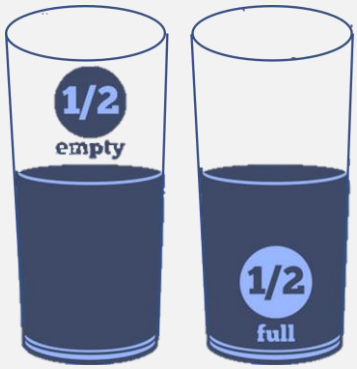
The Opportunity/Challenge

Client very dissatisfied with previous benefits administration vendor not meeting requirements for flexibility and service. Gaps in compliance in Cobra admin and ACA, due to complexity with variable hour employees, large numbers of hires, terminations and rehires. Rehire rules were complex and not being followed consistently and in compliance.

Client requirements included interfacing with the payroll system already in place to ensure employee data integrity, and tracking eligibility of variable hour employees based on hours received from payroll. Also, desired reduction in drain on client HR staff time validating, and reconciling data. Even with client HR team's effort, there was limited control due to data discrepancies.



The Solution

The benefit advisor identified Workforce Junction (WFJ) as a partner and found a way to ease the transition to the new platform financially attractive too, by covering implementation costs through increased voluntary plan enrollments expected by using Benefits Junction.

- WFJ offered an integrated platform and administrative solution including robust communication and education plus a call center (The Benefits Desk™) to provide employees with excellent support.
- A 'big company' experience was delivered through custom branding of all employee facing systems.
- Time available for implementation was short as the Covid-19 guidelines for workplaces forced all employees home.
- Prior system data integrity issues were addressed and cleaned up by the WFJ team's diligent data validation process.
- WFJ team consulted with the client and advisor in developing a comprehensive, documented process for handling rehires and implemented the rules on the enrolment system to ensure compliance and consistency.

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The Outcome

Plan	Increase in enrollment
Medical	12%
Dental	10%
Vision	15%
Accident	1%
Critical Illness	140%
Hospital Indemnity	128%
Permanent Life	46%
Pet Insurance	500%

Open Enrollment was executed on time, in spite of very short timelines. Almost 90% engagement achieved, with increases in all plans across the board. The higher level of benefit appreciation and engagement was proven by the increase in enrollment levels for each plan type.

Of employees who enrolled in the Medical plan, 75% used the integrated decision support tool, and 60% enrolled in the plan recommended by the tool.

Integration with payroll was achieved with reduced burden to the HR Team. WFJ is tracking hours and making eligibility determination in compliance with ACA, eliminating the HR workload.

Employee feedback survey:

- Enrollment experience - 73% very high or high quality
- Satisfaction with look and feel - 79% extremely or very satisfied
- Ease of use and clarity (90% strongly agree or agree).

"I have never had such a positive experience with a platform solution. Your nimbleness and white glove service is bar none."

Sr. V.P. of Employee Benefits of Regional Advisory Services Firm

"We had a last-minute shift with our plan and as a result we had tight timeline for our Open Enrollment. On top of it all, the last few days of our enrollment window was during the initial stages of COVID-19 when the nation was being forced to shut down. Throughout all of this, WFJ was able to implement our platform in a short window while not only making suggestions to customize or platform but also executing on it to ensure the most effective Open Enrollment during uncharted territory."

Vice President of Human Resources of National Fitness Chain

Learn more

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