

TBX Case Study: Benefit Communication

Client	Internationally Recognized Public University
Number of Employees	7,000 US Employees
Background	Client sought to enhance employee understanding of, and appreciation for, its extensive array of employee benefit programs
Engagement	<p>TBX evaluated current benefit communication methods and conducted a series of focus groups with various constituencies within the organization. An enrollment and communication strategic plan was then developed based upon faculty/staff feedback and organizational objectives.</p> <p>TBX developed an array of customized benefit communication materials including postcards, posters, and a comprehensive enrollment guide.</p> <p>TBX facilitated an active open enrollment process in which salaried benefit counselors assisted all employees with their benefit decision-making and enrollment process via both telephonic and face-to-face communication methods.</p> <p>An employee survey conducted pre and post-enrollment confirmed that employee understanding and appreciation for benefits improved significantly as a result of the enrollment process.</p>

TBX Enhances Benefit Enrollment & Communication Process

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Unique Approach / Proven Results