

McGohan Brabender Client

Industry: Education

Employees: 3000

SITUATION OVERVIEW

An employer struggling with low employee engagement during open enrollment partnered with McGohan Brabender to create a comprehensive benefits communication strategy. Before this, the client mailed benefit boxes to employees' homes, which led to minimal engagement and over 150 Q&A calls regarding benefits information.



SOLUTIONS IMPLEMENTED



Mailer Campaign

Rather than sending a comprehensive benefits box, McGohan Brabender launched a two-part mailer campaign to streamline communication. Two postcards were sent to remind employees about Open Enrollment, each featuring QR codes that linked to a dedicated benefits website with all the necessary information.

Redesigned Benefit Booklet

The client's previous open enrollment pack exceeded 25 pages. McGohan Brabender condensed it into a concise 4-page booklet, focusing on the most critical details:

- Key changes in benefits
- Costs to employees
- Required actions

This redesign significantly reduced cognitive overload, making the information easier for employees to digest.

Staffed Call Center

To manage the high volume of employee inquiries during open enrollment, the client requested McGohan Brabender to staff a dedicated call line. This provided employees with direct support for their benefit-related questions.

Active Enrollment

Previously, the client relied on passive enrollment, where employees' benefits automatically rolled over. This limited employee engagement with their benefits and led to confusion. McGohan Brabender recommended switching to an active enrollment strategy to drive greater employee engagement.

Results

After implementing this communication strategy, employee inquiries dropped from 150 to just 5—a 96% reduction. Additionally, by reducing the amount of printed collateral, the client saved \$35,000 annually, totaling \$175,000 over five years. Lastly, the comprehensive communication strategy put in place allowed the client to focus on developing their people rather than answering benefit questions.

RESULTS OVERVIEW



96% Reduction in
Employee Questions



\$175,000 Saved in Printing
Costs Over 5 Years



Eliminated Admin Tasks for
2 Full Time Employees