

CASE STUDY

Major Private University Replaces A Sales-Focused Platform With An Employee- Driven User Interface

Case Details

The university offered local discounts and one auto & home carrier as a voluntary option. They were not pleased with the sales approach that directed employees from a digital platform to chat or meet with enrollers. They were seeking a true self-service, employee-driven interface that was easy to navigate and resulted in increased participation. They launched an RFP process to replace their current platform with a new broker of record.

Challenge

Enable a renowned broker to introduce, through the RFP process, the Corestream user interface as a top choice for an employee-driven experience that helps drive enrollments.

Solution

Implemented the Corestream consolidated billing process and auto insurance quoting tool for employees to shop for the best rates among 3 carriers; national discounts were made available for employees as well. After the first year, they added vision insurance and a legal plan.

Private
University

Location: New York

Industry: Education

20,000+
Eligible employees

The Result

Enrollments

