# BENEFIT BOOKS

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A FORTUNE 500 PROVIDER OF INSURANCE PRODUCTS

IN THEIR WORDS

"Our company faced a big challenge; delivering highly personalized catalogs with thousands of variables within a 24-hour period. NextPage has provided a great solution that allowed us to increase enrollments by 5% and ensure that compliance standards are maintained."

Director - Enrollment Services, Employee Benefits Company
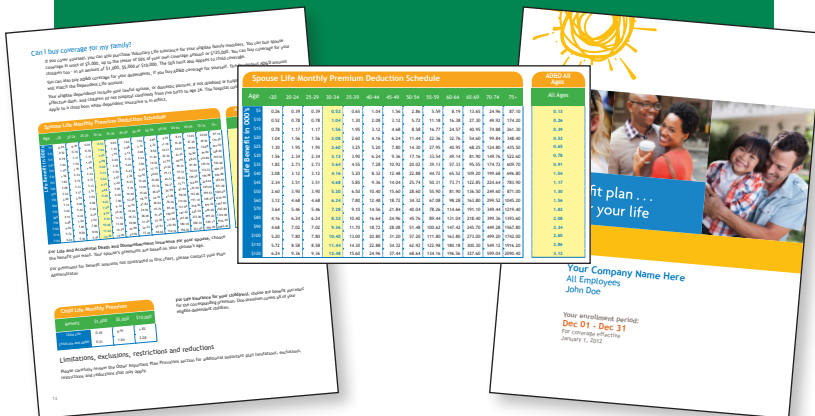
THE PROBLEM

HOW TO STREAMLINE THE PROCESS FOR CUSTOMIZING ENROLLMENT

This insurance company sells voluntary benefits to companies with 20-500 employees. After a company has contracted the provider to underwrite its voluntary employee benefits, the client company determines which of the eleven optional coverages to offer.

To determine cost for coverage, the insurance company uses census information for each employee including name, date of birth, salary amount, pay mode, and numbers of hours worked per pay period. This data is tied to actuary scales to determine individual coverage and premium costs.

Due to numerous variables, the traditional process for selecting voluntary insurance coverage required employees to make manual calculations and decipher confusing data tables and forms.

The insurance provider wanted to make enrollment easier for their Client's employees and at the same time increase purchase rates. They needed to move from static benefits materials to very personalized insurance books.

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⚙️ THE PROBLEM, CONT.

A streamlined process allowing sales departments of broker clients around the country to place orders for groups and personalized materials – both books and enrollment cards would help resolve the dilemma. These orders would also need to be tied to voluntary products and new enrollment meetings.

The challenge remained with customizing enrollment information variables that would (1) increase the number of employees purchasing voluntary benefits and (2) reduce the time it took to get benefits materials into employees' hands.

📋 THE SOLUTION

A PRINT AUTOMATION SYSTEM

Facing these challenges, the insurance company turned to NextPage for its variable data printing and program development expertise. Partnering with NextPage, the insurance company received:

- Personalized books for each individual Client employee that contained only relevant offerings and exactly the information that an employee needs to make a purchase decision.

- Removal of manual processes, so the margin for human error was removed.

- Customized employee books with automated variable data, which contained as many as 1,374 variable fields and nearly 3,000 graphic and text assets.

🎯 THE RETURN

MORE THAN $200,000 IN SAVINGS!

The insurance provider and NextPage developed a print automation system that produces hundreds to tens of thousands of flawless, personalized books in a 24-hour (or less) timeframe. Information within the books is automatically customized to the individual's age, gender, geographic location, and salary — resulting in a simplified selection process for the employee that requires no need for calculations and interpretations to determine their rate.

Depending on the benefits selected by the client companies, the system automatically populates or removes sections, pages, and elements within the book, producing books that only contain content relevant to the individual employee.

By using highly-personalize catalogs, the purchase rate of voluntary benefits has risen 5%.

In addition, the insurance provider saved more than $200,000 on a $600,000 annual budget in comparison to the previous production process for static books.

As of the end of 2019, more than 1,000,000 books for more than 1,100 client companies have been produced. All were error-free.