

Building Blocks for Business Case Study

A complete solution for you and your clients!

At a glance

At Building Blocks, our mission is to equip employers with the necessary building blocks, at no cost. These essential components include educational resources and enrollment support for employees' benefits, complemented by seamless access to Benefits Administration and Human Resource Information Systems. Through this holistic approach, we enable efficient employee management while facilitating well-informed benefits decisions.

Key metrics

Through the agent-assisted enrollment, we were able to increase participation in both Colonial Life and the core benefits resulting in an increase in revenue to the broker.



\$122,022

total annual sales premium written on Colonial Life



\$24,404

estimated commission paid to broker/agency



62%

% of employees who enrolled in Colonial Life



\$1,314

average premium per elected employee



33%

increase in core benefits

CHALLENGES



A Charter School with 159 employees was currently processing enrollments via a manual application and then entering manually with each carrier. In addition to the outdated enrollment process, they were unhappy with the service provided by a previous voluntary carrier. The school was also looking for an HRIS (Human Resource Information System) as they had no system for onboarding or HR management.

SOLUTIONS



Building Blocks implemented a BenAdmin system with EDI feeds to all carriers in order to move the school to a 100% electronic enrollment with agent assistance. This resulted in a substantial decrease in workload related to collecting and processing enrollments for the client and the broker. We replaced the prior voluntary carrier with Colonial Life and increase participation in both voluntary and core benefits resulting in an increase in revenue to the broker and additional tax savings for the client.



Agent-Assisted Enrollment



BenAdmin & HRIS Technology



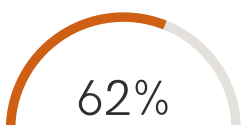
Increased Benefit Participation

BENEFITS



Completed Enrollment

All 159 employees completed an agent-assisted enrollment with Building Blocks



Colonial Participation

93 employees enrolled in a plan with Colonial Life. This went up from 36% with the previous carrier.



Employee Satisfaction

Employee feedback provided reported an average satisfaction rating of 99%



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Key metrics

Through the agent-assisted enrollment, we were able to increase participation in both Colonial Life and the core benefits resulting in an increase in revenue to the broker.



\$141,143

total annual sales premium written on Colonial Life



\$28,229

estimated commission paid to broker/agency



51%

% of employees who enrolled in Colonial Life



\$1,166

average premium per elected employee



118%

increase in core benefits

CHALLENGES



This case study explores the hurdles faced by American Vision Windows, a California window replacement company with 242 employees. Challenges included manual management of their previous voluntary benefits, payroll deduction reporting inefficiencies for voluntary plans due to a lack of a consolidated enrollment method, and addressing the unique needs of a technology-averse, bilingual workforce.

SOLUTIONS



The challenges were addressed through a strategic overhaul: a new voluntary carrier with enhanced benefits was introduced, consolidating all benefits onto a single user-friendly enrollment platform to alleviate administrative burdens. Customized agent-assisted enrollment which was conducted virtually and available in Spanish, effectively engaged the bilingual and technology-cautious workforce. This holistic strategy significantly boosted participation, resulting in elevated broker revenue and noteworthy tax savings for the client.



Agent-Assisted Enrollment

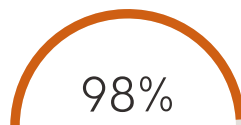


Consolidated Enrollment



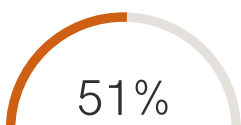
Increased Benefit Participation

BENEFITS



Completed Enrollment

237 employees completed an agent-assisted enrollment with Building Blocks



Colonial Participation

121 employees enrolled in a plan with Colonial Life.



Employee Satisfaction

Employee feedback provided reported an average satisfaction rating of 99%



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Key metrics

Through the agent-assisted enrollment, we were able to increase participation in both Colonial Life and the core benefits resulting in an increase in revenue to the broker.

\$ \$50,026
total annual sales premium written on Colonial Life

\$ \$10,005
estimated commission paid to broker/agency

55%
% of employees who enrolled in Colonial Life

\$909
average premium per elected employee

100%
employee satisfaction

CHALLENGES

In a distinctive partnership, our firm joined forces with a brokerage company aiming to gain firsthand experience of our services by enrolling their internal team first. In addition to their brokerage expertise, we provided agent-assisted enrollment to ensure a seamless benefits process. Additionally, we bolstered their benefits package by introducing Colonial Life benefits, adding substantial value to their offerings.

SOLUTIONS

We implemented the agent-assisted enrollment, offering individualized guidance through their benefit selection process. Remarkably, even within a brokerage context, many employees welcomed this support, as it proved invaluable in navigating their health and voluntary benefits. Notably, our approach led to a significant upsurge in voluntary benefit participation and a comprehensive elevation of their existing benefits package.



Agent-Assisted Enrollment

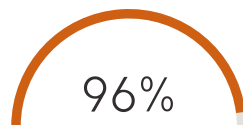


BenAdmin & HRIS Technology



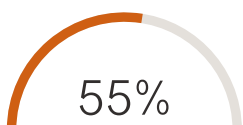
Increased Benefit Participation

BENEFITS



Completed Enrollment

101 employees completed an agent-assisted enrollment with Building Blocks



Colonial Participation

55 employees enrolled in a plan with Colonial Life.



Employee Satisfaction

Employee feedback provided reported an average satisfaction rating of 99%

