

# Benefit Communication Insourcing

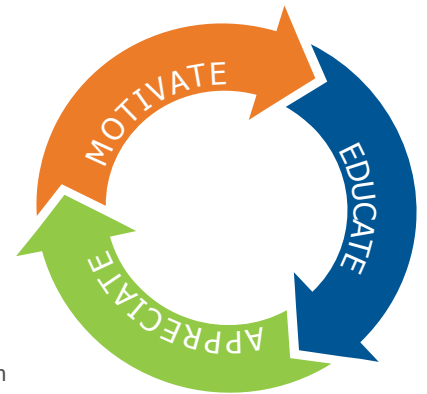
LOCKTON COMPANIES



## WHAT IS YOUR BENEFIT COMMUNICATION STRATEGY?

Educating employees about benefits is a constant challenge for many employers. Human Resources is doing more with less. Benefit expenditures are at an all-time high, while employee satisfaction is on the decline with many employees confused and frustrated. Wouldn't it be nice to solve all of these problems without adding cost to your budget? We can help.

Lockton's Benefit Communication Insourcing service is uniquely designed to provide full-time, highly trained Benefit Communication Specialists (BCSs) who permanently integrate with HR. At no cost to your organization, our salaried specialists are dedicated to educating your employees about the benefits you offer. Our BCS team provides one-on-one benefit education and decision support on-site and year-round. This benefit communication support reduces the workload within HR and creates dramatic results in employee benefit education, engagement, and appreciation. Translation: Optimum value for employees.



## COMMON HR GOALS AND CHALLENGES WE SOLVE

- > Cost-reduction initiatives.
- > Improve operational efficiencies.
- > Increase benefit communication and education.
- > Reduce administrative workload.
- > Employee benefit appreciation and retention.
- > Employee communication standards and quality assurance.
- > Mergers and acquisition integration.
- > Measurable performance metrics.
- > Geographic challenges.
- > Multilingual communication support.

### The Lockton Difference



Financial and Operational Transparency



Proprietary Shared Service Model



Increased Employee Satisfaction



Increased Benefit ROI



Employer Control



Dedicated Personnel



## WHAT WE DO



### Benefit Concierge

Provide full-time, on-site resources for ALL employee benefit inquiries and Tier 1 support.



### Orientation

Ensure that each new employee's first experience with benefits is positive and reinforces his or her employment decision.



### Reorientation

Educate existing employees on benefits and the financial commitment made to employees.



### Open Enrollment

Act as the single point of contact during Open Enrollment to answer questions on existing and new plan offerings.



### Quality Assurance

Monitor project performance metrics through our quality assurance process, call recordings, and yearly stewardships.



We are able to better focus on the real strategy of our business because our Lockton team takes on the tactical work of administering and communicating our benefits plans. They are truly extra hands for our benefits shop. They act like they're our employees and treat our actual employees with the respect due to a coworker. In the end, our employees better understand all of the benefits we offer (and all the money we spend) because of the Lockton team.

—Norton Healthcare



Video overview available at:  
[lockton.com/bci](http://lockton.com/bci)

## By the Numbers (2015)

Client Retention	98%
Employees Supported	410,000
Client Size	2,000-50,000 employees
Benefit Communication Specialists	100 on-site; 30 in our communication call centers
Benefit Communication Administrators	40 on-site