

CASE STUDY

alight



Benefits Communication Reimagined





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Introduction

Servicing 125 different client medical offices across the US, the original provider of Hodges-Mace faced the challenge of fully outfitting their medical offices and associated specifications across 7 different regions of the US, and hundreds of sub-cultures within those regions. With each individual office having its own specifications (branding, creative assets, collateral, services, etc.), Hodges-Mace needed a partner who (1) understood the business and its challenges, and (2) and one that could effectively execute and deliver on-time, every time.

Hodges-Mace's turned to Drummond when their original partner proposed a print solution that came in quoted as \$130,000. Drummond knew there was a better way. Through Drummond's expertise, we identified a way to leverage shells and overprints to outfit the medical offices, saving the client \$100,000 without compromising quality, service, or delivery.

The Challenge

In 2019, Hodges-Mace was acquired by one of the benefits industry's top providers, Alight. One of the primary services Alight offers is supplying employers with effective and accurate benefits communications material, providing employees with information regarding open enrollment.

Acknowledging that Drummond performed beyond expectations for Hodges-Mace, Alight knew Drummond was the partner who could tackle all Alight projects going forward.

What Alight needed help with:

Adapting to the new normal.

The chaos during the beginning of the pandemic along with the timely manner of open enrollment left Alight with an extremely tight turnaround and the only solution of reaching employees in their homes.

Timely Benefits Communications Delivered at Scale

Alight was searching for someone who knew the ins and outs of benefits communications, someone who had the capability to accurately differentiate hundreds of thousands of personalized information, and someone who had the capacity to get the right kit to the right employee. Because every employee is different and receives different information than someone else, attention to detail could not be sacrificed.

Precise, Accurate Communications

Alight needed a partner whose strong suit was not only getting things done but getting things right. Alight serviced 40 different unions, all with very different deductibles. In the past, people did not receive the correct information while some did not receive information at all.

Finding the Most Efficient Way to Communicate with Employees

The challenge became how to efficiently mail sensitive information to employees' homes and effectively communicate personalized yet complex information.

The Solution

Having trusted Drummond for nearly 15 years, Alight allowed the team to tackle this project. Alight knew Drummond was extremely familiar with benefits communications and related regulations to efficiently execute their needs with no mistake.

Solutions Drummond recommended:



Print, kit, pack, and ship.

With warehouses spanning across the U.S., Drummond could provide the capabilities and the capacity to ensure a fast turnaround while maintaining quality.



Easy visibility.

Addressing the larger issue at hand, Drummond recommended placing an orange sticker on each shipment so recipients can easily identify the important piece of mail.

The Results

Evident from this small improvement, Drummond truly cared about Alight and finding the right solution while being mindful of their budget.

The results Alight received:



A partner who took 100% of the role of benefits communications and distribution. By taking responsibility for this process, Drummond saved Alight hundreds of hours and a considerable sum of money.



Hundreds of thousands of employees receiving the right personalized benefits package.



An exponential increase in employees opening and comprehending their personalized information.

From a broken process of mixed-up communications to an improved process with nearly 100% accuracy, the orange sticker became a permanent solution.

From Project to Partner

What Alight thinks about Drummond:



Reliable and On-Time - Keeping an open line of communication is one of Drummond's priorities. The team ensures that Alight is always up-to-date and provides consistent and relevant project information.



Empathetic - Success for Drummond does not exist without client success. The team at Drummond operates with the same urgency as if they are a part of Alight's business.



Relationship-Oriented - From consultant to mentor to trusted friend, the Alight team knows they can always count on the Drummond team.

Testimonials from Alight

“

We know we can count on them.

The benefits industry is very last second but **they always step up**. We know they will work their absolute best to support us. Very much appreciate their speed and attention to detail.

”

“

Drummond is always good at letting us know what is happening in the market.

They do a pretty **good job of bringing new ideas to us** (posters, wall clings, samples of what other clients are doing).

”

DRUMMOND

experience **reimagined**

About Drummond

Drummond helps brands take their customers' experience to the next level by **bridging the gap between digital and print**, simplifying the process of taking an idea from concept to execution, and delivering the right solutions on time, every time.



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