

SEI Improves Employee Satisfaction
With Benefits Program, Reduces
Healthcare Costs with Launchways



Executive Summary

While boasting a strong benefits package, SEI sought to tailor its benefits offerings to meet the needs of its Millennial workforce while modernizing and streamlining its open enrollment and HR processes. Launchways benefits experts helped SEI restructure its dental plan design and conducted comprehensive employee benefits education. At the same time, Launchways implemented telemedicine solutions, online enrollment technology, a streamlined HRIS, and an employee self-service HR portal to modernize the healthcare, enrollment, and HR experience for SEI employees.

Company Overview

SEI is a leading provider of high quality, custom technical support solutions for mission-critical environments. For more than 25 years, SEI has worked with companies to strengthen their brand experience by delivering outstanding support services. SEI invests in world class support tools that enhance the typical support transaction. Their custom support portal allows their clients to choose support vehicles and channels that are convenient for them, allowing prioritization of and focus on their customers. SEI exists to dramatically improve customer experience while providing 100% transparency and simplicity.

Case Study Highlights

Challenges

- Standard benefits offering lacking strategy and differentiation
- Manual, paper-based enrollment processes
- Lack of employee education around benefits offerings
- Archaic HRIS technology with poor customer support
- Disjointed HR processes
- No central hub of HR data and information

Results

- Increased dental network coverage
- Decreased dental insurance costs
- Decreased annual healthcare costs by over 10%
- Improved employee benefits enrollment experience

Solutions

- Implemented telemedicine solution
- Restructured dental plan design
- Changed disability benefits
- Implemented online benefits enrollment technology
- Conducted comprehensive employee benefits education
- Implemented modern, cost-effective HRIS
- Implemented employee self-service HR portal

Challenges

Prior to engaging Launchways, SEI's benefits program did not have any specific shortcomings. However, the company did not have a strategic approach to its employee benefits. As a result, SEI's benefits options, enrollment process, and HR systems had not been updated in a long time.

Given its increasingly Millennial and Generation Z workforce, SEI decided it was time to modernize its systems and tailor its plans to fit its employees demonstrated needs. SEI CEO Christine Antonelli said "The problem was that our benefits offerings hadn't evolved in so long. Everything was manual and paper-driven. When open enrollment period came around, we would always discuss prices with brokers, but no one ever talked about how to enhance our benefits package for our workforce and better meet employee needs."

"What I really liked about Launchways was the passion for benefits and the small business feel. We are family oriented and want to take care of our employees, and Launchways gave us the attention and enthusiasm we needed and wanted to continue to improve our benefits package."

In addition to updated technology and tailored benefits, SEI was also looking for a partner who would provide a higher level of service as well as educate their employees about benefits options at open enrollment. Chris added, "There were no issues or errors with the current broker, but there was no consistency in their service or support. What I really liked about Launchways was the passion for benefits and the small business feel. We are family oriented and want to take care of our employees, and Launchways gave us the attention and enthusiasm we needed and wanted to continue to improve our benefits package."

SEI had seen very little change in their benefits offerings or much engagement from employees during previous open enrollment periods, due to the lack of a proactive benefits partner. They turned to Launchways as the right broker to both update their benefits and facilitate



employee communication and education so that the entire SEI team could make the most of their benefits. SEI's HR platforms and processes had also remained largely the same for many years, so they also looked to Launchways' HR experts to provide them with new policies and modernized systems.

Solutions

Launchways began by reviewing SEI's existing healthcare offerings and recommending additions and modifications to better tailor their offerings to their workforce's unique needs. Launchways identified a need to restructure the dental plan design as well as change the disability benefits options in order to better meet employee needs. At the same time, they helped SEI to implement a telemedicine solution that gave employees 24/7 access to doctors via their computers or smart phones. This benefit not only improves employee health, but also prevents expensive claims for doctor's office, emergency room, or urgent care visits.

The next phase of the project was to tackle the technology aspect of SEI's benefits and human resources challenges. Launchways implemented online benefits enrollment technology to replace the costly and inefficient manual and paperwork-based systems previously in place. On the HR-side, they implemented a modern and cost-effective human resources information system (HRIS) to streamline HR operations, as well as an employee self-service HR portal to better connect employees to the HR department.

Launchways benefits experts then conducted extensive employee benefits education in order to engage and empower SEI team members. By providing educational materials and holding seminars, the Launchways team gave SEI employees the information they needed to pick the plans that fit their specific needs and navigate open enrollment as painlessly as possible. Because Millennials and Generation Z make up a large portion of SEI's workforce, this generally resulted in employees choosing less expensive plans given their lower medical risks.

Results

The most obvious result of its partnership with Launchways was the modernization of SEI's systems. The open enrollment technology platform successfully streamlined the enrollment process while providing employees with greater control over their plan selection. According to Chris, "The online shopping-cart approach to benefits is working extremely well. It is incredibly useful to easily compare and see all the plan options in one platform."

SEI's new HR systems were just as useful, as Chris noted, "With Launchways, our employees now have access to their information. Before, employees didn't know how to access these things, but now all of the information they need is in one central location and our team members feel like they have so much more access."

Additionally, the restructured dental plans resulted in decreased dental costs. At the same time, streamlined enrollment and comprehensive

education allowed employees to choose the plans that worked for them, decreasing SEI's overall healthcare expenses by more than 10% annually.

Launchways' educational programs also successfully empowered SEI's employees, "The way that Launchways presented the benefits to our team and explained them was enlightening. The education level was so much higher, and our employees genuinely understood better, leading them to take better advantage of our benefits" said Chris.

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