Digital enrollment experience drives 700% growth

Case study: Construction Company

Background

A fast-growing construction firm managed their employee onboarding and benefits enrollment on paper. The manual process not only created inefficiencies but increased the likelihood of errors and limited participation in voluntary benefits due to the length of time it took to enroll. As a result, Aflac renewals only totaled around $4,000 annually, signaling low engagement and limited growth opportunity.

Solution

Aflac implemented a streamlined approach to help modernize benefits administration that included the following:

- Onboarding and benefits enrollment transitioned to a centralized digital platform.
- Benefits were consolidated into a single access point for employees.
- Self-service enrollment was enabled to better reach field and remote workers.
- Aflac's group plans were added within the platform to expand offerings.

Results

- Aflac's total premium volume increased 700% from $15,000 to $120,000 within one year.
- Subsequent renewals continue to generate more than $90,000 in new premium annually, with each year surpassing the previous.
- Full platform adoption was achieved from all employees.
- Participation and engagement improved across all carrier plans, not just Aflac.
- Broker reported increased client satisfaction due to the technology-driven approach.

Why it worked

- The digital platform simplified enrollment and reduced administrative friction.
- Self-service access improved reach among field and remote workers.
- Centralized experience increased visibility and engagement with benefits.
- A strong coordination between the broker, platform partner and Aflac ensured a successful execution.

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