



Making Customer
Connections™

Employee Benefits

Tailored to the Client



Connect Pro enables effective On Demand Communication

Large national Employee Benefits broker increases sales, reduces time-to-market, eliminates material obsolescence while enhancing client satisfaction with NCP's Connect Pro web-based communication portal.

Profile

The parent organization is one of the world's leading risk management and insurance intermediaries. With 16,000 associates, in 300 offices in 100 countries, their services include risk transfer, risk management, loss management and actuarial services to companies, as well as financial and employee benefits consulting.

Their national Employee Benefits practice provides full-service brokerage and consulting services to HR and benefits professionals with regards to: plan design and analysis, benchmarking, carrier selection and implementation, funding alternatives, renewal/contract negotiations, administration and other day-to-day services.

Challenge

In the fiercely competitive industry of employee benefits consulting, the Employee Benefits unit needed to generate new client sales, enhance client satisfaction, reduce time-to-market and improve overall client profitability. The challenge was to create a competitive advantage by deploying a web-based solution for creating and distributing employee benefit communications, but without the inherent development cost and time delays typically associated with in-house design and implementation.

Case Study



“NCP worked closely with Employee Benefits to configure Connect Pro to meet our needs. Drawing from a library of Marketing-approved templates, Sales personnel nationwide create and order client-specific benefit materials from our own branded website. The results have been significant in terms of increased sales and greater client satisfaction. NCP is a critical and valued communications partner, during Open Enrollment and throughout the year.”

Director of Marketing and Client Communications



Solution

The national Employee Benefits broker selected Connect Pro from NCP Solutions as the platform for employee benefit communications. In choosing NCP, they were aware of the company's history of producing and distributing critical documents for some of the nation's leading financial institutions. The decision team was confident NCP's expertise could be applied to address their specific communication requirements, and across a national sales organization of nearly 200 executives.

While considering a number of other providers, we ultimately chose NCP based on their reputation for reliability, security and overall service quality. *“NCP's IT, Sales and Customer Services personnel have distinguished themselves by often anticipating our needs, responding promptly to our requests and always working collaboratively with me and my team”*, states the Director of Marketing and Client Communications.

Results

Connect Pro has been private-labeled for the Employee Benefits broker to reflect their corporate identity. The communication portal is accessed securely via the web, provided the User is operating within the company's network. Employee Benefit professionals select from a library of Marketing-approved templates to create and order on demand digital color Benefit Brochures, Inserts, Plan Summaries, Posters, Wallet Cards and more.

The Employee Benefits broker is able to customize and personalize materials for their clients with variable content, tables and images to create attractive, relevant communications. The results ... the Employee Benefits practice is generating new sales, retaining their current clients, reducing printing and distribution costs by producing just-enough quantities, eliminating waste caused by material obsolescence and shrinking time-to-market for content changes, plan updates and new product launches.