



Voluntary Benefits and Mobile Technology Led to Highly Successful OE



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Precision Drilling needed to expand their benefits package to achieve their goal of providing a comprehensive set of offerings that addressed employees' key needs. The Benefitplace platform and partnership with the Benefitfocus Customer Success team were pivotal in achieving this, making it easy for employees to navigate the changes as part of a seamless benefits experience. The innovative Benefitplace mobile app allowed the highly dispersed workforce to manage their benefits not only during enrollment, but throughout the year. Video tutorials and additional decision support tools enable employees to feel confident in their choices.

Precision Drilling Achieved:



4x expected participation (15%) in new voluntary benefits



Confidence to expand benefits to better meet employee needs



High employee engagement through use of the Benefitplace mobile app





Q&A with Steve Nguyen

Senior U.S. & International Benefits Specialist, Precision Drilling

What does OE success look like for you?

“My goal was to have a successful open enrollment without any glitches, and I have to tell you that this year was one of the best open enrollments I’ve had!”

What about this OE made it better than your past experiences?

“It’s about how Benefitfocus works with us to scope out the process. For example, this year we were adding new voluntary products. Our Benefitfocus team was able to work with the vendors to create a process using the learnings from last year. The communication was great with Christie (Customer Success Manager) and the engineers, and that ensured everything went smoothly – we didn’t end up with a lot of things to correct.”

How does benefits and the new voluntary products factor into your recruitment and retention strategy?

“Overall, we want to offer a comprehensive benefits package, so we always look at what the market is doing and what our employees will value. Over the last two years with the pandemic hitting, we found our employees value critical illness plans and hospital indemnity plans. We rolled it out this OE and had a very high participation rate – I was expecting three maybe four percent and we had almost 15 percent! One thing Benefitfocus did well for us were the videos you created. The video library enabled us to provide tutorials for our employees to get a feel for what the benefit is and how it adds value. I feel it’s very important when rolling out something new that employees can easily access all the necessary information. That is the great thing about our Benefitfocus site – we’re able to provide everything in one place with a streamlined process so they do not have to go multiple places.”

How is Benefitfocus helping you simplify benefits for your employees?

“We were one of the first companies to incorporate the mobile app into our communications. Our employees are on drilling rigs out in the field, and they don’t have access to a computer all the time, but everyone has a smart phone. The Benefitplace app was really interactive – it wasn’t just providing information. You can enroll on the app as well! In fact, when an employee first starts, we download the app for them on their phones during the onboarding process. They’re using it more because it’s there for them. It’s simple, and they know how to use it. We’ve really been promoting the mobile app experience for the last four years and it has been working to our benefit.”

Customer Overview



Industry

Energy & Utilities

Number of Employees

1,700+

Benefitfocus Customer Since

2017

