



Benefitfocus®

# Annual Customer Enrollment Success Metrics and Stories

Our strategy focuses on people, processes and technology to delight our customers and their employees. The entire Benefitfocus team is thrilled to share these **highlights from our customers’ fall 2024 annual open enrollment season.**



## IMPLEMENTATION



**100%** On-time annual enrollment starts<sup>1</sup>

**100%** On time payroll integration delivery<sup>1</sup>



Our value is shining through for clients, and they experienced a phenomenal annual enrollment season. Their success is our success, and we're motivated to make sure their employees have a smooth and confident benefits experience – always!”

**Gaby Marroig**  
VP, Customer Success

## CONTACT CENTER



**100%** SLAs met for contact center<sup>1</sup>

**97%** First call resolution<sup>1</sup>

**96%** Employee satisfaction score for contact center<sup>1</sup>

## RESULTS

**65%** of employees who started Decision Support completed the workflow<sup>3</sup>

Of those who completed the Decision Support workflow:

**53%** added benefits to their benefits cart at the end of the process flow.<sup>3</sup>

**57%** elected a **voluntary benefit**, compared with to 45% for those who didn’t use Decision Support.<sup>3</sup>

**70%** of those electing a medical plan enrolled in a **High Deductible Health Plan**, compared to 58% of those who didn’t use Decision Support.<sup>3</sup>

**\$2M+** in savings with Dependent Eligibility Verification Audit (DEVA)<sup>2</sup>

### CUSTOMER SATISFACTION

NPS Score for Open Enrollment:  
**46% increase** over the previous year<sup>1</sup>



We have an awesome team at Benefitfocus to support our annual enrollment efforts! We all work very well together to accomplish the task.”

**Karen L. Hollis**  
CEBS CPSP, Director, Total Rewards, CGB Enterprises



Visit [benefitfocus.com](https://benefitfocus.com) to learn how we can help you radically simplify benefits through exceptional service and innovative benefits administration technology – and clear the path to easier administration, higher benefits engagement and optimized benefits decisions.

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<sup>1</sup>Aggregated Benefitplace™ client metrics from fall 2024 annual open enrollment period for 1/1/25 benefit effective dates.

<sup>2</sup>Amount determined using industry-standard estimates per dependent removed that was enrolled in medical coverage for medical claims the employer pays out. Savings are considered to be re-occurring annually.

<sup>3</sup>Among select client groups using personalized enrollment guidance functionality in Benefitplace™ fall 2024 annual enrollment period for 1/1/25 benefit effective dates. Learn more here.

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