



High Employee Engagement Leads Bruker Corporation to a Successful Open Enrollment



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Bruker Achieved:

-  A **94% OE participation** rate
-  An **increase in employee satisfaction** with their enrollment experience
-  A **significant reduction in employee questions** due to intuitive enrollment system

The **Bruker Corporation** set out with the goal of empowering employees to move through their open enrollment process self-sufficiently. This would help to eliminate the need for constant HR administrative support. By effective use of the communication portal and the ability to easily navigate the Benefitplace platform, employees were more engaged and competent in completing the process. The partnership with Benefitfocus delivered the technology needed to personalize the enrollment experience and make options easy to understand, helping employees choose the right benefits.



Q&A with the Benefits Team of the Americas at Bruker Corporation

MariaLisa Marciano-Mills, Benefits Manager & Briana Mazoloa, Benefits Specialist

What is your #1 goal this open enrollment, and what does OE success look like for your company?

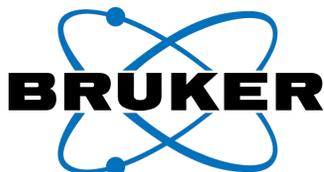
“Our measure for success is how many employees complete their OE on their own without having to being chased down after OE closes.”

How does Benefitfocus help you achieve your open enrollment objectives?

“Since implementing Benefitfocus we have seen that our employees are not coming to us constantly with questions on how to log in and how to navigate the system to find the information they need. We have received employee feedback that they do not dread the benefits experience anymore and we are seeing that with less frustration and more engagement.

Also, having the Benefitfocus communication portal to be the one place for everything benefits has been amazing – before Benefitfocus we used an intranet page for benefits communication, but it was not accessible to all our employees and it was always having tech issues.”

Customer Overview



Headquartered in Massachusetts, The Bruker Corporation is a medical technology company that develops, manufactures, and distributes scientific instruments in the U.S., Europe and the Asia Pacific. Bruker offers differentiated, high-value life science and diagnostics systems and solutions in preclinical imaging, clinical phenomics research, proteomics and multiomics, spatial and single-cell biology, functional structural and condensate biology, as well as in clinical microbiology and molecular diagnostics.

Industry
Life Sciences

Number of Employees
1,500+

Benefitfocus Customer Since
2019

Open Enrollment NPS
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