

CASE STUDY

Americold creates a warmer benefits experience for new hires with Alight

When Americold, a national leader in food storage and logistics, saw that new employees were struggling to make sense of an increasingly complex benefits landscape, it became clear that something needed to change.

While recent improvements had streamlined the annual enrollment process, they came at a cost. The company's ability to create a strong, meaningful first impression with new hires around the world had been diminished. Benefits education, healthcare engagement and overall value messaging were getting lost at a critical moment in the employee experience.

Americold needed a more thoughtful, consistent approach, one that would simplify complexity without sacrificing accuracy or engagement.

Industry:

Transportation, logistics, supply chain and storage

Global workforce:

10,000+ across four continents

Headquarters:

Atlanta, Georgia

Featured solutions:

Alight Benefits Guidance | Dependent Verification | Engagement Services



Objectives

The success of the new process hinged on these specific requirements defined by the employer:

1

Stronger process management

With three different eligibility waiting periods and more than 40 variations within the medical plan alone, Americold needed confidence that all 3,000+ new hires would receive the right information at exactly the right time.

2

Greater accuracy and consistency

Managing benefits across 100+ locations created room for confusion. Centralizing communication was essential to ensure every employee received clear, correct and standardized plan information.

3

Smarter plan participation

After successfully guiding existing employees toward more cost-effective options during prior enrollments, Americold wanted new hires to make similarly informed, value-driven decisions, particularly within standard and basic PPO plans.

4

Continued growth in FSA participation

Following a 135% increase after reintroducing FSAs, maintaining momentum was key. Sustained growth would signal that employees truly understood and valued their options.

5

Ongoing promotion of supplemental benefits

Accident and critical illness coverage, along with healthcare FSAs, play a critical role in rounding out Americold's benefits offering. Those offerings needed to remain top-of-mind.

6

A better overall experience

Ultimately, success would be reflected in positive feedback from both employees and their managers, a clear signal of a smoother, more supportive onboarding journey.

Our action plan

We partnered with Americold to bring structure, clarity and consistency to a highly complex process in the following ways:

Build a scalable fulfillment system

We developed a comprehensive fulfillment grid to manage the delivery of more than 40 unique benefits packages. Each package included a personalized cover letter aligned to hire date, eligibility timing and enrollment windows, ensuring every employee received relevant, timely information.

Invest in deep training

Our benefit specialists completed 10 days of employer-specific training, covering plan details, rules, audit protocols and enrollment procedures. This allowed them to confidently guide employees and accurately input elections into Americold's HRIS.

Integrate systems for real-time accuracy

By connecting directly with Americold's PeopleSoft HRIS, we improved both efficiency and visibility by enabling seamless data flow between new hire reporting, eligibility tracking, fulfillment and enrollment processing.

Inform managers and employees

We supported rollout with clear, structured briefings so both managers and employees understood the new process and their role within it.



We are now providing our associates with world-class decision-support services, and we're doing it efficiently and economically. It occurs to me that we just consolidated 100+ disparate orientation processes into one centralized effort, and we did it without disrupting our workflow.

And, while I must admit that I would have settled for "no news is good news," I am happy to report that we have received extremely positive feedback from both associates and managers regarding your services! Much thanks to John, Samantha, Cathy and the rest of your conscientious staff. We could not be more pleased.

— Vice President of Compensation and Benefits, Americold

Execution and results

Monthly: 100–300 personalized benefits orientation packages delivered directly to employees' homes

Weekly: Status reports sent to 100+ location managers, providing visibility into new-hire progress

Daily: Employees connect with trained specialists through the enrollment center; bilingual specialist available to accommodate the client's growing diversity; all calls recorded and stored for future review

Ongoing impact

Targeted plan participation results continue to exceed state objectives:

Premium PPO participation remains below 50%

Healthcare FSA participation is trending above 10%

Accident and critical illness participation is trending above 20%

Timeline and savings

Year 1: One-to-one annual enrollment

Year 2: One-to-one annual enrollment

Year 3: Self-service annual enrollment and counselor-guided



Dependent verification results:
\$2.7M in cumulative savings

Year 4 – present: Annual enrollment; self-service or one-to-one (depending on plan changes); new hires and life events receive individual counseling sessions with an Alight counselor plus ongoing dependent verification of any new dependent



Dependent verification results:
\$500k in annual savings



alight

Looking ahead

Americold continues to benefit from a flexible, scalable approach that supports new hires, life events and annual enrollment alike. Combining self-service tools with one-on-one guidance delivers an improved benefits experience for employees and considerable savings for the company.

About Alight Solutions

Alight is a leading benefits administration provider of health, wealth, leave and point solutions for many of the world's largest organizations and over 30 million people. Through the administration of employee benefits, Alight helps clients gain a benefits advantage while building a healthy and financially secure workforce by unifying the benefits ecosystem across health, wealth, wellbeing, absence management and navigation. Our Alight Worklife® platform empowers employers to gain a deeper understanding of their workforce and engage them throughout life's most important moments with personalized benefits management and data-driven insights, leading to increased employee wellbeing, engagement and productivity. Learn more at alight.com.



alight

