

CASE STUDY

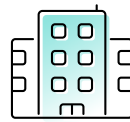
Kelly Services

Kelly Services, an international staffing company based out of Michigan, sought a solution to increase employees' understanding of their benefits, assist them in choosing a comprehensive plan aligned to their needs, and guide them toward participation in offerings that helped them financially. By implementing multiple Alight solutions for its benefits administration and enrollment strategies, the company transformed to meet the needs of its people and put them first — especially in times of uncertainty.

ABOUT KELLY



Founded:
1946



Headquarters:
Troy, MI



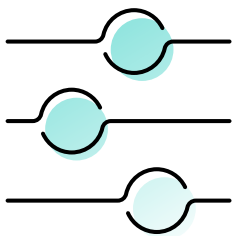
Employees:
35,000 benefit-eligible
(temporary and
regular staff)



Taking care of employees

Kelly is known for going above and beyond when it comes to caring for and supporting its employees. As an organization with a large contract group and different pay rate structures, it needed a system to take charge of HR processes and help manage employee benefits and enrollment more effectively. Kelly decided to implement Alight's benefits administration services in 2018, coincidentally rolling out a new mobile app and a fresh benefits brand to keep employees informed and engaged. But in order to effectively reach employees — and keep them engaged — Kelly knew it would have to take it a step further with its communication tactics.

The team sought a robust communication strategy to keep employees informed, increase education on their benefits offerings and drive connection and loyalty to the organization through consistent engagement. Alight was able to create branded, personalized communication tactics, such as postcards, e-blasts, app reminders and more, to reach Kelly employees with relevant information and through their preferred channels. This kept the process simple, effective and straightforward while preventing employees from feeling overwhelmed.



Customized solutions for any situation

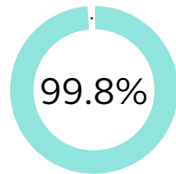
The new benefits administration platform was a success for Kelly's HR and enrollment processes. But as both benefits plan options and employee needs can change year over year, it was extremely important for Kelly employees to be well-educated on their options and how they can be of best use to them financially. In 2020, they focused on a core set of benefits initiatives, and with Alight's support to enable their strategy, they were able to deliver better outcomes in an unprecedented year.



Driving benefits engagement through strategy to achieve optimized outcomes

Kelly's five key priorities for 2020 annual enrollment:

1. Provide employees with a better understanding of how to best utilize their healthcare to get the best benefits package



of employees thought that the benefit counselor was helpful in educating them on the Kelly benefits package.

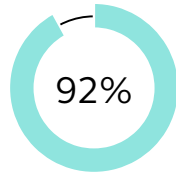
2. Educate employees specifically on the HDHP benefit offering



3,879

employees enrolled in the HDHP for 2021.

3. Educate employees on the voluntary benefit plans



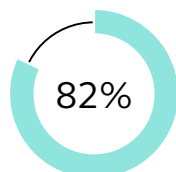
of employees responded they understand the Accident, Critical Illness and Whole Life Benefits for 2021.

4. Keep the enrollment process simple as to not overwhelm employees



Positive remarks were made throughout the enrollment on how Alight Benefits Guidance counselors made their process smooth and provided a great experience.

5. Review the additional resources and programs employees have available to them



responded that the counselor reviewed the wellness opportunities offered through Kelly.



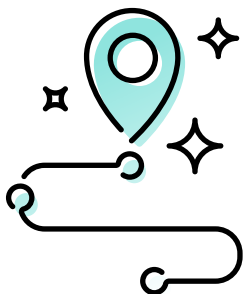
Adding normalcy to the ‘new normal’

With the COVID-19 pandemic causing unforeseen financial strain on many, it became even more critical for the organization to make sure employees felt supported and cared for. The team rolled out an Alight Virtual Benefits Fair to give employees access to the information and resources they needed to make important benefits decisions — all from the comfort of home.

Kelly also utilized Alight’s communications team to develop custom, personalized messaging to educate employees not just during annual enrollment, but year-round. A newly created quarterly newsletter was developed to cover a variety of relevant topics, from mental health resources and company-funded HSA contributions to new ways to get care with telemedicine. They focused on destigmatizing mental health and made sure employees could easily find information on receiving the care they needed from a virtual setting, resulting in a measurable spike in mental health services and telemedicine visits.



With Alight’s communication support, Kelly achieved 50% higher than average utilization rates for their mental health programs.



Personalized guidance — how and when you need it

Kelly implemented Alight Benefits Guidance (ABG) in 2019 to provide employees with one-on-one sessions with licensed benefits counselors to ask questions about their benefits, receive guidance on their plan options and seek general assistance with their health and wealth situations. Providing cohesive, consistent messaging and resources to each employee helped them to better understand how to best utilize their healthcare to get the best benefits package available. ABG counselors were also able to educate employees on the benefits of specific plans and offerings, like high-deductible health plans and voluntary benefits.

Kelly employees quickly realized the advantages of having access to a personalized counselor for all of their benefits questions and needs. With in-person or over-the-phone sessions available, employees found they could more easily understand and utilize the benefits offerings available to them after discussing their options with a licensed ABG counselor. Knowing which resources personally benefited themselves and their families more — especially from a financial standpoint — helped employees to make better health and wealth decisions that fit their needs.

Of the employees surveyed regarding their experience with ABG solutions since inception, many of them had nothing but positive feedback.

“I found the process to be very easy. I had Laurette as my representative, and she was very helpful; she explained the different insurances and helped me to make a very informed decision. I really did like this process and Laurette was amazing.”

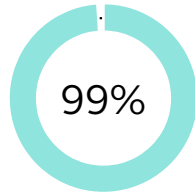
Kelly employee

“I found my counselor to be extremely knowledgeable. He went over all my prior benefits and new benefits. He was so helpful, and I have a very clear mind of what has been offered.”

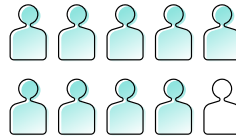
Kelly employee

“I had the privilege and pleasure with meeting with Peyton; we covered everything in the benefits package, and he answered all of my questions. Things have never been this easy doing benefits, and he did a great job explaining everything. I’m very, very happy with this service. Thank you.”

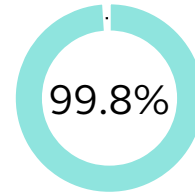
Kelly employee



said it was easy to schedule an appointment with a benefits counselor.



9 out of 10 employees rated the overall 2021 annual enrollment experience as “easy.”



said their benefits counselor was helpful in educating on available benefits packages.

Continuing to transform

Kelly also trusted Alight’s Dependent Verification Services to verify that those dependents enrolled in Kelly’s benefits plan were eligible for coverage, and that those who were eligible (but were not actively covered) were aware of their options. Alight knew how important it was to perform the service carefully and thoughtfully and maintained a flexible timeline to ensure they were not disruptive to employees.



Alight’s DVS findings projected a \$1.6 million in savings in avoidable healthcare costs for Kelly in the first year alone.



Get in touch

Kelly Services showcases how Alight’s integrated solutions work together to transform not just a benefits experience, but the entire overall employee experience. No matter what your offerings are, your employees should feel supported and confident in their benefits decisions.

Alight Worklife can redefine the employee experience for your people by bringing together health, wealth and payroll offerings. Using AI and data analytics, our cloud-based software delivers a hyper-personalized experience for each user, leading to smarter decisions for your people and better outcomes for your business.

If you’re ready to provide a best-in-class benefits experience to your people, visit alight.com/alight-worklife or get in touch with an expert today.

About Alight

With an unwavering belief that a company’s success starts with its people, Alight Solutions is a leading cloud-based provider of integrated digital human capital and business solutions. Leveraging proprietary AI and data analytics, Alight optimizes business process as a service (BPaaS) to deliver superior outcomes for employees and employers across a comprehensive portfolio of services. Alight allows employees to enrich their health, wealth and work while enabling global organizations to achieve a high-performance culture. Alight’s 15,000 dedicated colleagues serve more than 30 million employees and family members. Learn how Alight helps organizations of all sizes, including over 70% of the Fortune 100 at alight.com.