

HR Communications Agency case study

a lesson in how strategic planning can save open enrollment season



challenge

The client is an HR communications agency focusing on open enrollment and ensuring its clients have a successful enrollment experience. Printed communications are critically needed from September through November as part of their communication strategy.

The current state of the paper industry has created some significant challenges with paper and envelopes in short supply, with lead times as much as 3 to 4 months. With a need to communicate multiple times in a short amount of time, it was crucial that our client strategically plan for open enrollment or their clients would be negatively impacted if they didn't have their printed enrollment communications for their employees.

solution | process assessment | early ordering and inventory | campaign execution

With paper being a major challenge in the current climate, Blanks met with their client (7) months ahead of open enrollment. To help them show up for their clients, Blanks analyzed their needs from 2021 to help them understand how much paper and envelopes were needed.

With an agreed upon forecast, Blanks leveraged their resources to order and inventory all of the paper and envelopes needed for the fall rush. The delivery arrived in August 2022, which allowed them to build confidence with their end customers and confirm they could execute the communication strategies as planned.

results

The most significant outcome was avoiding missed open enrollment windows, which would have been extremely detrimental to open enrollment. Through our strategic relationship, our client is now able to commit to its clients well in advance and plan for a successful open enrollment period.

Blanks