

Making yourself indispensable to clients

A Chicagoland manufacturing company introduced Trustmark to address enrollment challenges and help build a strategy that met the demands of their growing workforce.

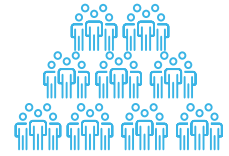
Client Overview



MANUFACTURING
COMPANY



LOCATED
IN CHICAGO METRA



GROWING WORKFORCE
TO MEET DEMANDS

Challenges

- **Manual enrollment process** wasting HR time and resources
- **Keeping up with the diverse needs** of a growing workforce
- **Adjusting to use of an enrollment firm** after years of HR managing the process

Solutions

Built a strategy to meet employer needs

Brought in an enrollment firm to learn the employer's enrollment processes; building trust with HR and employees before streamlining existing processes with an enrollment scheduling tool and updated billing practices.

One-on-one enrollment

Third-party enrollment firm managed one-on-one enrollment meetings for the employees and benefits counselors, where they learned how Trustmark's voluntary benefits went hand-in-hand with their medical benefit options.

Key Results



\$450k in premium
in 2023



Employees highly
satisfied with enrollment



Scheduling tool reduced
employee time off

Want to build better strategies to meet your clients needs?
Start a conversation with a member of the Trustmark sales team!



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