



HR simplified. Benefits delivered.

## QuickChek Case Study | Food Services

### Delivering Choice and Convenience

#### The Challenge

When QuickChek, a New Jersey-based food services organization, was changing its benefits plans, the company's goals were **to increase employee engagement** and **simplify benefits administration**. Human Resources was committed to providing the company's 4,000 employees with the support and information they needed to make educated benefits decisions. And, they hoped to make the annual enrollment experience easy and convenient.

#### The Solution

QuickChek **partnered with Winston to implement HRally™**, a proprietary SaaS-based technology solution that enabled the company to consolidate all plans and vendors on one modern platform and provide employees with interactive decision-support tools. To engage the company's multi-generational workforce and provide each employee with a unique enrollment experience, Winston introduced its **Click-Call-Connect approach**. During Open Enrollment, licensed benefit counselors visited QuickChek stores to meet one-on-one with employees. In addition, employees had the choice to easily enroll online or by phone with the help of a counselor.



During Open Enrollment, licensed benefit counselors visited 157 stores in 3 states, extending the reach of HR and providing a personalized enrollment experience for each employee.



Number of calls Winston handled during the 2019 Open Enrollment period, with an average call time of eight minutes.



of employees surveyed noted that their overall experience with Winston was excellent - and that Winston helped them make better benefit decisions.

#### Provided Services



##### Benefits Administration

HRally™ enables QuickChek to use technology to streamline benefits administration and provide employees with a one-stop spot for benefits information, tools and resources, and enrollment.



##### Employee Engagement and Enrollment

Winston's multi-channel enrollment solution offers convenience and choice. With three enrollment options - online, by phone, or with an on-site counselor - employees choose to enroll in a way that best suits their needs.



##### Benefits Communications

Winston continues to create targeted communications, including the benefits portal, emails, flyers, and postcards, that help QuickChek employees better understand their benefits so that they can make informed decisions. Most recently, Winston helped promote a change in medical plan carriers, which resulted in **64% of employees enrolling in the new plan**.