

# Excellence in Action: A Case Study on Our Successful Strategies in Hospitality



## National Hotel & Casino Chain

**Industry:** Hospitality

**Locations:** 9 locations across the United States

**Population:** 18,000+ benefit-eligible employees



## The Challenge

This trend-setting hotel and casino chain needed an exciting new way to engage its Team Members in enrolling for benefits, a way that matched their energetic and high-profile brand.

## The Solution

Winston, a trusted partner for this chain for over ten years, reinvigorated their enrollment capabilities with cutting-edge online capabilities, superior benefits administration, excellent call center abilities, and communications that matched the excitement and awe of their businesses. All locations achieved remarkable, measurable success.



**11,495**

Enrollments  
Taken



**22,882**

Calls  
Handled



**43%**

Increase in Critical  
Illness Plan Counts



**9/10**

Would Recommend  
Our Services



**41,162**

Emails Sent  
To Recipients

## Provided Services

### Full Benefits Administration

Using HRally®, Winston's proprietary web-based platform, we provided a single, easy-to-use online enrollment system, combined with our leading-edge Call Center service, to enable a seamless process for open, new hire, and ongoing enrollments. We instituted ongoing communications to keep Team Members well-informed and educated on their benefit options.

### Enhanced Enrollment Support

Call Center services provided an easy way for Team Members to get answers to all their benefit questions, and ongoing communications kept Team Members informed on deadlines and new information.

### Comprehensive Communications

Winston designed and handled individual communications campaigns for all their locations for Open Enrollment, New Hire, and special use. This led to better-educated Team Members making informed decisions.