



HEALTH & BENEFITS | CASE STUDY

Delivering Results for Hudson's Bay Company

Hudson's Bay Company (HBC) is one of the fastest-growing department store retailers in the world. HBC's leading banners include Hudson's Bay, Lord & Taylor, Saks Fifth Avenue and Saks OFF 5th, Gilt, as well as Home Outfitters. They employ over 19,000 employees (17,581 are full time US based employees).

Client's Needs

- Consolidation of all benefits across all banners into a single offering for all employees
- Introduce and educate employees on the CDHP, HSA funding options and new voluntary benefit offerings to help reduce the out-of-pocket medical cost for employees
- Early and frequent employee communications to prepare employees for their enrollment session
- Consolidation of three benefits administration systems

Aon Approach

Service Model:

Enrollment Solutions

Enrollment Methodologies:

Self-service, Call Center, Field

Platform:

U2X

Voluntary Benefits:

Critical Illness, Hospital Indemnity, Whole Life, Legal

- Comprehensive multi-media educational campaign including both print and digital communications as well as a new online educational benefits portal.
- One-to-One enrollments with a licensed Benefits Counselor; on site for their distribution warehouses and corporate offices and telephonically for the retail locations.
- Utilized our U2X enrollment platform to handle open enrollment and new hire enrollment

Best Practices:

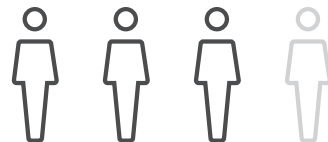
- ✓ Active Enrollment
- ✓ Sequence & Flow
- ✓ Decision Support
- ✓ Easy User Interface
- ✓ Simplified Plan Design

To learn how Aon can empower your Health benefits journey, contact your Voluntary Benefits & Enrollment Solutions Consultant.

Results

99%

of employees felt the enrollment session improved their benefit knowledge.



75% of employees said they would recommend HBC as a place to work.



Over 19,000 unique visitors to the educational web portal; early education led to greater employee satisfaction.