



## CASE STUDY

# Delivering Results for U.S. Security Associates

U.S. Security Associates was established in 1955 in Atlanta, Georgia, to provide security guard services. Over the next five decades, USSA expanded its operations to 160 cities in 45 states, and now employs over 50,000 people.

## Client's Needs

- Unsatisfied with current call center vendor
- HR needed support to manage open enrollment, new hire onboarding, qualified life events, and acquisitions
- Ensure all employees understand their benefit options
- Increase employee enrollment into high deductible health plans

## Aon Approach

Service Model: Enrollment Solutions (Fee for Service) Platform: Plansource

Enrollment Methodologies: Self-service, Call Center Voluntary Benefits: None

- Deployed a custom call center solution consisting of benefits counselors, a supervisor and quality assurance team.
- Certified, licensed benefits counselors provided educational and enrollment support to employees through the call center:
  - Annual open enrollment
  - New hire enrollment
  - Ongoing life event processing
  - Mid-year M&A
- Custom outbound call strategy for employees with a status change.

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

## Results

Employee Satisfaction:



Our **flexibility** allowed us to have a call center solution up and running on a short timeline.



Counselor education and enrollment support helped to **increase participation in the voluntary MEC plan by 42%**.



Increased participation in the high deductible health plan **saved the client nearly \$1.2m.**