



## Delivering Results for Under Armour

Under Armour, one of the strongest branded companies in the US, is an American sports clothing and accessories company headquartered in Baltimore, MD. Under Armour is located in over 20 states with over 5,000 employees throughout the country.

### Client's Needs

- Develop a strong, consistent, client-specific communication solution for core and voluntary benefits enrollment.
- Conduct a comprehensive data cleanse to include demographic information, dependent verification, and beneficiary updates.
- Build an engagement strategy to touch three different and distinct employee sectors; retail, distribution centers, and corporate offices
- Offer strategic voluntary benefits to protect employees' benefits related financial wellness.

### Aon Approach

Service Model:  
Enrollment Solutions

Platform:  
Benefitfocus

Enrollment Methodologies:  
Field, Call Center, Self-Service

Voluntary Benefits:  
Life, Accident, Critical Illness, Hospital Indemnity, ID Theft

- Allowed separate enrollment events for annual open enrollment, new hire on-boarding, and incoming acquisitions.
- Created a multi-faceted pre-communications campaign coupled with a unified core, group, and voluntary enrollment into Under Armour's benefit administration system for all employees.
- Conducted an employee demographic, dependent, and beneficiary data cleanse.
- Facilitated implementation of a wellness program.

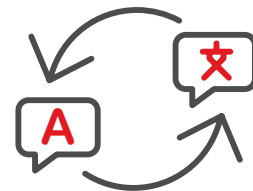
### Best Practices:

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

### Results

Employee Satisfaction:

▶ **95%**  
of employees utilized the benefit enrollment center for their one-to-one enrollment session



Multilingual benefit counselors educated Under Armour employees in their native language in distribution centers



Clear, consistent benefits messaging and education led to higher overall employee satisfaction