

Collaboration and innovation keep a long-term client relationship fresh

A case study: A large delivery service company values technology innovation from their administration partner



At a Glance

Client: Provider of transportation, e-commerce and business services, with more than 450,000 employees worldwide.

Challenge: New benefits leadership at the company led to a close examination of their current benefits delivery services, including the 20-year health and welfare outsourcing relationship with WTW. Although they were satisfied with the quality and service we were providing, they wanted to ensure that we were constantly innovating and leveraging the best available technology to deliver the best results.

Approach: We leveraged our 20-year partnership to work together in identifying key areas where we could use our agility and focus on innovation to enhance our technology and the ways we deliver the company's benefits administration.

Result: We presented a future vision for our technology, including elements like artificial intelligence, business intelligence, application programming interfaces (APIs) and cloud computing that were important to the client and critical to our commitment to continuous improvement. As these enhanced capabilities are implemented, we have continued our dialogue with the client, building on our mutual trust.

This delivery service company has been providing transportation, e-commerce and business services for nearly 50 years. They are committed to innovation throughout their business, and expect the same of their partners.

The Challenge

With new leadership responsible for the company's U.S. benefits, our client underwent a close review of their current benefits delivery services to understand the value they were receiving from their partners. Throughout our 20-year relationship with the client, they have expected us to consistently raise the bar on the services we provide, including the adoption of new technology to do our job better, faster, and more efficiently.

Although they were satisfied with the quality and service we were providing as their benefits administrator, they wanted us to further innovate our product and platform to incorporate technology elements that were important to them, including artificial intelligence, business intelligence, application programming interfaces (APIs) and cloud computing.



At the same time, our client was making big investments in advocacy services for their team members, and needed us to reimagine our service delivery model to enable those changes.

The Solution

Focus on Innovation

We worked across our WTW segments to present an enhanced technology road map that reflected the most important elements to the client. Some of these elements included new ways to use artificial intelligence to deliver a more intuitive and effective user experience (for example, our Virtual Guide), and business intelligence to allow the client to make more informed and strategic decisions based on their data (for example, the Plan Sponsor Dashboard).

Our 20-year partnership gave us the opportunity to collaborate with the client to not only improve their experience, but also to challenge ourselves to raise the bar for all of our clients now and in the future.

Agility

As we enhanced our technology capabilities, we also reimaged the way we worked with the client – both in the delivery of our technology and the structure of our service delivery model.

We adopted an Agile methodology for for technology enhancements and client requested changes, allowing us to implement changes more quickly and effectively as well as making capturing business requirements, completing specification reviews and testing easier for the client.

About WTW

At WTW (NASDAQ: WTW), we provide data-driven, insight-led solutions in the areas of people, risk and capital. Leveraging the global view and local expertise of our colleagues serving 140 countries and markets, we help you sharpen your strategy, enhance organizational resilience, motivate your workforce and maximize performance. Working shoulder to shoulder with you, we uncover opportunities for sustainable success – and provide perspective that moves you. Learn more at wtwco.com.

In addition to their focus on the newest technology, the client was also investing heavily in participant advocacy services with another provider. We partnered with them to seamlessly integrate that service into our benefits administration delivery, approaching the structure of our services in a fresh new way to provide participants with the best possible experience.

The Results

Throughout the process, we reinforced our proven track record of success and our strong commitment to innovation and quality, building on our mutual trust with the client. The implementation of our integrated benefits portal, virtual guide, image recognition capabilities and APIs immediately improved the experience for the client and their participants, demonstrating our strong operational performance and ability to handle a client of their size and complexity.



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