

# BENEFITFOCUS® Success Story AMERICAN EAGLE OUTFITTERS, Inc.

Benefits transformation fueled by a benefits best-in-class trio

## Company Overview

AMERICAN EAGLE OUTFITTERS, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its AMERICAN EAGLE OUTFITTERS® and Aerie® brands. Presently headquartered in Pittsburgh, Penn., American Eagle has more than 1,000 stores and 38,000 associates worldwide.

## Challenge

As a leader in the specialty retail space, American Eagle has long strived to offer highly competitive benefits in order to attract, retain and motivate the best and brightest in the industry. But a multitude of roadblocks were holding up their efforts.

American Eagle associates had to contend with a cumbersome self-service enrollment portal that displayed a laundry list of benefits without any context, making it difficult to understand the process much less the benefits being offered. Associates begged year after year for a passive enrollment so they wouldn't be forced to enter the system. And with no central repository for benefits information, communication was scattered across several locations, in various formats, including a 48-page paper benefits guide that was costly and time-consuming to produce.

It all came to a head when American Eagle identified that 72 percent of its population enrolled in PPO plans, yet more than two-thirds of their employees were millennials. Something wasn't adding up. Knowing that its employees didn't have the proper tools to help make the right benefit decisions, and with half of their eligible population spread out over 1,000 locations, American Eagle needed a way to get their benefits front and center.

## AMERICAN EAGLE OUTFITTERS®

### INDUSTRY

Retail

### NUMBER OF EMPLOYEES

33,000 U.S.-Based

### SOLUTION

[BENEFITFOCUS® Marketplace](#)

[BENEFITFOCUS® Core Analytics](#)

[Benefitstore](#)

### RESULTS

28% increase in HDHP adoption

70% mobile app usage for enrollment

Increased employee engagement

“We needed a partner that would grow with us and do whatever they could to ensure that our data would get into a solid state.”

— Tammy Fennessy  
Benefits Manager,  
American Eagle Outfitters

BENEFITFOCUS®

## Solution

American Eagle replaced its manual processes with the cloud-based BENEFITFOCUS® Marketplace benefits management platform, complemented by BENEFITFOCUS® Core Analytics and BENEFITFOCUS® Benefitstore. A trifecta of solutions instead of roadblocks enabled American Eagle to reach their employees in a way it was never able to before. The familiar shopping experience of Benefitfocus Marketplace gave associates a clearer understanding of their benefit choices. Core Analytics pulled in the last 12 months of medical and prescription drug claims, providing the transparency associates needed to make the best benefit decisions for their health and budget. Armed with the right information, American Eagle associates shifted to a more appropriate plan, leading to a 28 percent increase in HDHP adoption in 2017.

American Eagle also wanted to make sure associates were protected with the safety net they needed when enrolling in an HDHP. The Benefitstore enabled the company to offer their associates voluntary benefit options to supplement coverage – all from a single, consolidated system. Additionally, through Benefitstore’s complementary consulting, American Eagle received an analysis of their workforce demographics and support in determining the right mix of voluntary benefits for their population.

In addition to a simple user experience, mobile enrollment and communication capabilities made benefits even easier and more convenient for American Eagle associates, many of whom don’t spend the day in front of a computer. And with the average age of associates at 28 years old, these “digital natives” expected to have on-the-go access to get things done quickly and efficiently. Not to mention, the mobile tools makes adding dependents easy, and uploading documents for verification is a quick snap of a picture.

Fennessy and her team were delighted when they saw 70 percent of associates accessed the enrollment workflow within the mobile app in their first open enrollment on Benefitfocus Marketplace. Having the flexibility and convenience of enrolling on any device at any time connected their benefit offerings to their young audience, while fitting into their innovative company culture.

“In the past, my team would spend hours keying benefits into our system from paper forms submitted by associates that didn’t have access to a computer,” explained Tammy Fennessy, benefits manager at American Eagle. “Thanks to Benefitfocus, we truly are a mobile company. Our associates can now enroll and access all their benefits information on their smartphone, computer and tablet.”



Learn how Benefitfocus’ powerful and comprehensive solutions can reduce benefit administrative complexity for you and your employees. Start now and contact: [sales@benefitfocus.com](mailto:sales@benefitfocus.com).