

Benefitfocus® +



OE Success: Effective Communications and Attentive Service Partnership






“ Having a trusted partner in Benefitfocus is what is driving our open enrollment success.”

Javier Gonzales
CEO, CSEBA

California Schools Employee Benefits Association (CSEBA) was looking for an effective way to communicate with their 26,000+ members to showcase the different benefits offerings and to help them realize the full value of the available solutions. This was one of the main reasons they chose to partner with Benefitfocus in 2018. Since then, OE success has been measured by continuously improving the overall employee experience through delivering a streamlined process to each school district, allowing employees to be educated and engaged throughout their benefits journey. More than half of CSEBA’s employees took advantage of the easy to access mobile app. That, in addition to the service excellence provided by their Benefitfocus Customer Success Manager has helped CSEBA accomplish their goals.

CSEBA Achieved:

-  **Leveraged automated communication** services on platform to deliver 20k targeted messages
-  **Generated a +71 NPS for the 2021 OE,** a 46% YoY improvement
-  **Experienced a smoother, more streamlined OE** by partnering with the Benefitfocus team





Q&A with CSEBA Benefits Team

As a benefits professional, what are the things that are important to you and your team?

Javier Gonzales, CEO, CSEBA:

“The most important thing to us is improving access to health care and communication. We have 26,000 members and I want to communicate with every single one of them! The ability to communicate was one of the main reasons we chose the Benefitfocus platform. It’s extremely important to us to be able to help the school employees maximize all of the different benefit products that are being offered to them and realize the full value of the available services.”

What does OE success look like for your organization, and how does Benefitfocus contribute to that success?

Javier:

“For us, OE success is that we are improving the employees’ experience year over year and that they’re able to feel the improvements. We hear great feedback from our members, but we also hear it from other vendors about how our Benefitfocus Customer Success Manager Sarah is very responsive and takes care of any problems! I have never had a vendor give another vendor such a great shout-out! OE success is also about communication, and Benefitfocus always puts a good plan in place. Our Customer Success Manager did a fantastic job making sure everything stayed on track.”

Ellen, Employee Benefits Manager:

“Efficient and streamlined – those are the two words that come to mind when defining OE success. This was the easiest OE we have ever had, and everything went smoothly. When we can bring streamlined processes to the school districts and our team, it makes a big difference. We have such a great relationship with our Benefitfocus team – we love our Customer Success Manager Sarah – and because of our partnership, we felt like OE did not consume us this year!”

Denny Andrade, Account Manager:

“For the experience to be seamless and for everything to go smoothly. We know that problems will always arise, but we consider it to be successful when those problems are resolved on the same day – and that was accomplished this year with our Benefitfocus team.”

Customer Overview



Industry

Public Education

Number of Employees

26K+

Open Enrollment NPS

10

