

● Univers Delivers World-Class Benefits Enrollment for Pilgrim's Pride

Client

Pilgrim's Pride Corporation, the largest chicken-products company in the U.S., with over 34,000 benefit-eligible employees in 17 states at the time of enrollment

Challenge

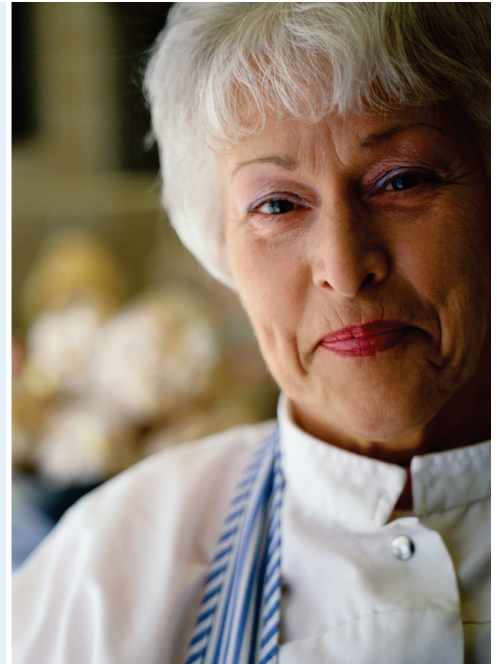
To enable "partners" (employees) at over 60 locations to make more informed benefit decisions through enhanced benefits education, while introducing plan changes and paperless enrollment processes

Solution

Comprehensive pre-enrollment communications in English and Spanish; one-to-one enrollment meetings with Univers' counselors on-site and via call center; paperless enrollment data capture and cleansing

Results

- 97.8% of partners gained a better understanding of their benefits
- Communicated effectively with a bilingual workforce, ensuring compliance
- Cleansed over 3,000 dependent records for significant cost-savings
- Increased participation in all plans including a 38% FSA increase



Seeking Major Benefits Program Enhancements for 2007

While planning for their 2007 annual enrollment, the HR team at Pilgrim's Pride decided it was time to make wide-scale improvements to their benefits education and enrollment processes. They wanted to communicate benefit details and changes more thoroughly to a largely Spanish-speaking workforce of over 34,000 partners. They also wanted to replace inefficient, paper-based processes with a paperless approach. After evaluating several enrollment service providers, they chose Univers Workplace Benefits to help achieve these goals.

Judith Sitton, benefits manager at Pilgrim's Pride, said, "We didn't have the HR manpower to meet with employees and explain benefits in detail, but we also didn't want commissioned worksite benefits agents coming in and selling their products over our benefit offerings. Univers was one of very few companies that had non-commissioned enrollment counselors, and we were most impressed with their system and capabilities."

Univers Delivers a Personalized Education and Enrollment Experience

The Univers solution included extensive support at every stage:

- Pre-enrollment communications — Developed and distributed high-quality materials in both English and Spanish, including a comprehensive benefits guide, on-site announcements conveying enrollment dates, processes and new plan options/changes
- Counselor training — Conducted extensive training including role-playing and practice Q&A to ensure successful 30-minute enrollment sessions
- Benefits procurement — Added voluntary Whole Life and Critical Illness Insurance plans which helped fund the enrollment program

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"From an HR and compliance standpoint, the Univers system has made our lives so much easier. We're now in compliance under IRS Section 152 and the Sarbanes-Oxley Act, which is not where we would be without a system like this in place."

— Judith Sitton
Benefits Manager, Pilgrim's Pride

"My HR clients at Pilgrim's Pride have said that this is by far the best and most successful program they have ever implemented for the company."

— Betty Gwinn
Consultant, Gallagher Benefits Services, Houston Office

- Open enrollment — For six weeks, bilingual Univers counselors were available on-site at every location nationwide for one-to-one meetings with partners, utilizing laptop-based enrollment via Univers' proprietary ResourceOne system, followed by two weeks of call-center enrollment
- Post enrollment data reporting - By providing clean, updated data with all elections back to the client, Univers alleviated any client requirements for manual data entry by HR and payroll
- Data exchange and auditing - Shared enrollment data electronically with internal SAP and external carrier systems, ensuring non-duplication of coverage for jointly employed spouses, and confirmed eligibility for dependents

Betty Gwinn, benefits consultant for Gallagher Benefits Services in Houston, remarked, "The Univers implementation was very organized, with formalized work plans and strong team leadership. They really helped Pilgrim's Pride overcome their communication and cultural challenges."

Results Include Improved Understanding, Participation and Efficiency

During open enrollment, 87% of partners met personally with a Univers counselor on-site or by phone, and the results exceeded the client's expectations:

- 97.8% of partners surveyed said they had a better understanding of their benefits
- Participation in the FSA increased 38%
- Significant cost savings as a result of dependent-eligibility data auditing
- Substantial time savings through the elimination of manual data entry for human resources with the return of electronic data within 10 days back into their SAP system

After such a successful experience, Pilgrim's Pride has retained Univers for the 2008 enrollment, which will include an additional 15,000+ partners acquired from Gold Kist in late 2006.

To learn more about Univers Workplace Benefits:

- Send an e-mail to casestudy@universworkplace.com
- Visit us on the Web at www.universworkplace.com

"The response from both management and partners (employees) was overwhelmingly positive. Partners feel more satisfied knowing that the company cares enough to take the time to explain benefits to them."

— Judith Sitton
Benefits Manager
Pilgrim's Pride

"The strength of any process is in the people implementing it. Univers has strong team leadership and senior management support to hold everyone accountable."

— Betty Gwinn
Consultant, Gallagher Benefits
Services, Houston Office