



Implementing an eDelivery Strategy

A BridgePoint Case Study

THE SITUATION

Our client had a broad-reaching corporate strategy to both increase customer value and to lower costs. By embarking on an eDelivery initiative, they sought to reduce printing and postage costs and increase adoption by both plan sponsors and participants.

Key Facts Highlighting Our Client’s Challenge:

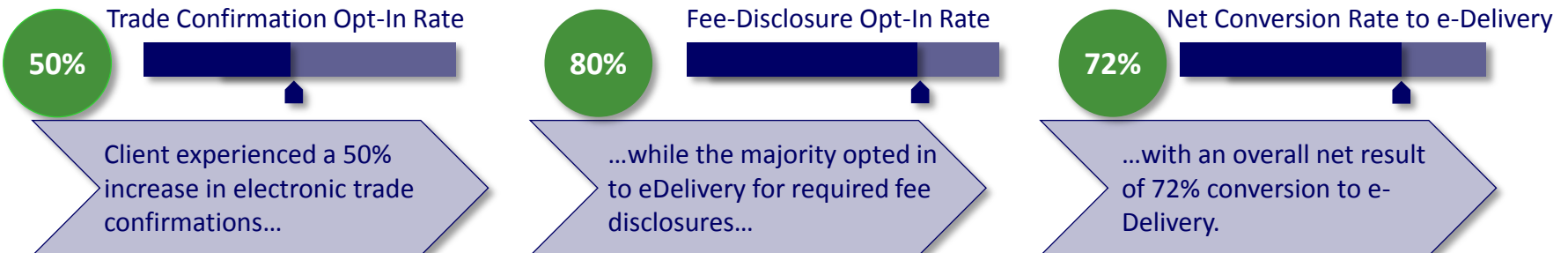
200 Plan Sponsors	Complicated implementation
Long time horizon	Many contracts to consider
High printing and postage costs	Less ability to invest in more profitable initiatives

THE APPROACH

Leveraging the insights from their process improvement exercise, the client approached their eDelivery initiative by prioritizing their 200 plan sponsor relationships. Those relationships offering the greatest potential for a positive improvement were placed first for roll-out. They then prioritized clients by those who would be adopting plan features that would require changes to the payroll feeds, taking the opportunity to also update the file formats to include work email addresses.

The client also optimized existing marketing campaigns and ongoing communications to promote eDelivery and to highlight increased conversion rates.

THE BUSINESS RESULT



The client successfully increased customer value while lowering overall costs through an effective eDelivery implementation.