

Voluntary Benefits Program for a Retail Store

Company Overview

This is a retail business with 42 employees spread among 3 stores in central Long Island, NY.

Key Challenges

This client was looking to see if there was any way they could offer additional benefits to their staff without incurring additional costs.

MBA Solution Presented

Our account representative designed a voluntary benefits package for this group based on the demographics and interests of the employees, learned through a survey conducted by the employer. The desired benefits included additional life insurance, pet insurance, legal services, and identity theft protection. Employees could opt-in to these benefits at their own cost, but at group rates that were more affordable than purchasing them individually.

Measurable Results

The voluntary benefits program helped the retail store to improve employee satisfaction and retention by offering a wider range of benefits to their staff, with no cost to the employer. Employees appreciated the opportunity to purchase these benefits at discounted rates, which helped them to save money and protect their families.