

Case Study

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Delivering top-class health and retirement benefits to both salaried and hourly workers in a competitive job environment.

Overview

Based in North Atlanta, Ely Concrete Construction employs approximately 120 salaried and hourly employees in Georgia, Tennessee and Florida.

Highlight

Ely consolidated its disparate medical coverage offerings, improved the insurance for its hourly workers and introduced a new **401(k) retirement plan** to all employees while cutting costs.

In order to retain talent in a hot job market -- where hourly workers would leave for another job for as little as a 50 cents per hour increase in pay -- Ely had to step up its benefit offerings to all employees.

The Challenge

Ely was concerned about the divide between its salaried and hourly employees. Previously, salaried workers received major medical insurance while hourly workers received minimum essential coverage (MEC). In order to retain talent in a hot job market -- where hourly workers would leave for another job for as little as a 50 cents per hour increase in pay -- Ely had to step up its benefit offerings to all employees. This meant offering a 401(k) retirement plan available to all employees for the first time as well.



Details

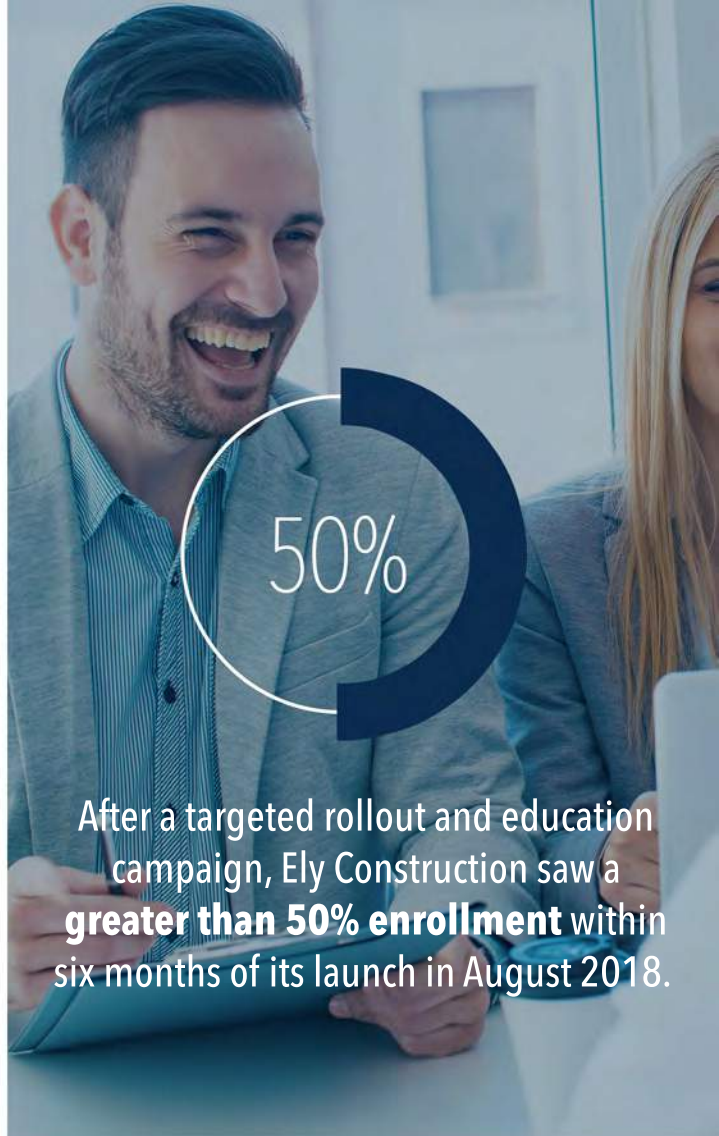
Ely teamed up with Arista to implement a holistic and valuable employee benefit program that delivered comprehensive medical coverage, healthcare services such as telemedicine, voluntary life insurance and a new 401(k) retirement plan that would boost employee satisfaction, productivity and loyalty. Ely also had to sharpen the focus of its benefits communication efforts and move from a paper-based HR system to online recruitment and administration.

- Ely expanded its use of Paylocity beyond payroll to include ben admin and other HR services.
- Arista conducted in-person open enrollment sessions at job sites in Georgia, Tennessee and Florida.
- Ely offered cash incentives to those employees who attended the Open Enrollment sessions and signed up for the new benefits.
- Workers received cards with contact information to Arista’s bilingual call center.

Results

Within months of implementing Arista’s holistic employee benefits, the construction company saw across-the-board savings, including:

- 24% reduction in major medical costs by consolidating the two plans together in year one.
- Major medical insurance for ALL employees.
- Expanded benefits program by offering voluntary life the first year and Telemedicine as a free benefit for employees in Year 2.
- Leadership provided incentives to employees to become engaged in the benefits program where 100% of employees attended open enrollment meetings and completed the enrollment process.
- To increase efficiency in the administration of the plans and improve employee engagement, the company introduced a new benefit administration system.



After a targeted rollout and education campaign, Ely Construction saw a **greater than 50% enrollment** within six months of its launch in August 2018.

Financial Outcomes

When looking to implement its first 401(k) plan, Ely’s main selection criteria were cost structure, investment flexibility and name recognition.

After conducting due diligence, Ely selected T Rowe Price for its open architecture with the absolute best pricing.

The company was able to achieve over 50% enrollment in their first six months of having the plan active.

