

# CASE STUDY

## REVIVING AN INACTIVE AFLAC ACCOUNT THROUGH EMPLOYEE NAVIGATOR INTEGRATION



**MULTI-STATE EMPLOYER  
(HQ'D IN MONTANA)**



**360 NATIONWIDE  
EMPLOYEES**



**LEAVITT GROUP**



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## THE CHALLENGE

This client had an inactive Aflac account and a highly dispersed workforce across the U.S., making employee communication and engagement with voluntary benefits a significant challenge. With no centralized technology platform in place, reactivating interest in Aflac and executing a successful enrollment strategy was difficult.

## THE STRATEGY

The Benefit Builders team introduced the employer and broker to Employee Navigator as a centralized platform for benefits administration. We focused on simplifying the enrollment experience by:

- Implementing Aflac Group enrollment within Employee Navigator
- Designing a 100% self-enroll workflow to eliminate the need for one-on-one meetings
- Ensuring all plan builds and EDI feeds were completed by our team, taking the lift off the broker

## THE RESULTS

### **In the first year of implementation:**

- The client reintroduced Aflac Group to all employees via self-enrollment
- We generated \$80,000 in AP sales
- Employees appreciated the clarity and ease of enrolling in their benefits from anywhere

### **In the second year:**

- The company expanded its use of Employee Navigator to include all core benefits
- Their broker, Leavitt, was able to deliver a robust platform experience without needing to build or manage the system
- We wrote an additional \$63,000 in AP sales

## THE TAKEAWAY

By leveraging Employee Navigator and handling the entire build and EDI setup, The Benefit Builders reactivated a stagnant Aflac relationship and created an enrollment strategy that scaled nationally. This case shows the power of technology-enabled benefits — and how brokers can deliver modern solutions to clients without taking on extra administrative burden