



# CASE STUDY

**DIGITAL TRANSFORMATION  
IN THE CONSTRUCTION  
INDUSTRY**



**BROKER | ALLIANT  
INSURANCE SERVICES**



**576 EMPLOYEES  
AND GROWING**



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## THE CHALLENGE

This fast-growing construction firm was managing all of its employee onboarding and benefits enrollment processes on paper. The manual approach created inefficiencies, errors, and poor participation in voluntary benefits. Their previous Aflac renewal hovered around \$4,000 annually, showing limited engagement and opportunity.

## THE STRATEGY

**The Benefit Builders partnered with the client and Alliant to:**

- Transition all onboarding and benefits enrollment from paper to a single, centralized digital platform
- Streamline employee access to all benefits in one space
- Enable self-service enrollment capabilities to reach field and remote workers
- Partner with Aflac to build out Group lines on the platform

## THE RESULTS

- In just one year, Aflac premium volume grew from \$15,000 to \$120,000 annually
- Subsequent renewals continue to drive \$90,000+ in new premium each year
- 100% platform adoption across all employees, simplifying onboarding and enrollment
- Improved participation and engagement across all lines of business, not just Aflac
- Consistently reach new all-time highs with each renewal
- Broker Alliant saw enhanced results and stronger client satisfaction from the technology-driven approach

## THE TAKEAWAY

Moving from paper to a digital platform transformed the way this construction company manages benefits. With better visibility, self-service tools, and integrated onboarding, they've created a more modern and efficient experience for their growing workforce — while delivering real results for their broker and carrier partners.