

Guardian

Greenfield Direct-to-Consumer benefits to gig economy and “forgotten” workers



Goals	Challenges	Sought a system that would provide:
<p>Expand Guardian’s reach to a growing population of independent and part-time workers who do not have access to employee benefits</p> <ul style="list-style-type: none"> • Offer seamless, digital, persona-based, omnichannel quoting, buying and service • Accommodate dental PPO and HMO, vision, accident, and critical illness products • Build customer relationships via digital educational and shopping experiences • Provide human-assisted support via click-to-chat and call options • Pilot new capabilities to be leveraged across Guardian 	<ul style="list-style-type: none"> • Regulatory compliance in 45 states • Easy delivery and upgrades • Marketing optimization required lots of test-and-learn and the ability to make real-time changes • Internal compliance 	<ul style="list-style-type: none"> • The convenience and cost savings of a vended SaaS platform • A digital end-to-end customer experience • Support for a variety of products

Metrics



Project Scope

EIS Suite™
on AWS

- PolicyCore®
- BillingCore®
- ClaimCore®
- CustomerCore®
- EIS DXP™