Case Study

WELLFLEET

EXECUTIVE SUMMARY

With an innovative approach into the workplace benefits market, Wellfleet Insurance Company turned to EIS to help design and deploy Lighthouse, a proprietary workplace benefits platform. Built on EIS' coretech capabilities, Lighthouse delivers streamlined, customer-centric benefits administration, which positions the company well ahead of competitors. This ultimately allows Wellfleet to provide competitive, customizable products through a single platform, driving accuracy, efficiencies, and customer satisfaction.

CHALLENGE

Wellfleet Insurance Company, a Berkshire Hathaway company, had more than 25 years of industry experience in administering accident and health benefit plans for nearly 7,500 employers when it decided to join the workplace benefits market as an insurance carrier. In doing so, Wellfleet created a new division, Wellfleet Workplace, that would focus on finding a better way to deliver quotes, and implement and administer cases, for its four core workplace products.

25+
YEARS OF INDUSTRY EXPERIENCE

> "Many carriers use a patchwork of legacy systems, creating barriers for producers and implementation shipwrecks for employers. Working with EIS, we were able to build a customer-centric platform with a consistent, multi-channel experience."
>
> – *James Ocampo*
> *Executive Vice President and head of Wellfleet's Workplace division*

CHALLENGE

In the complex voluntary benefits landscape, brokers and their clients commonly work with multiple systems, which can make it challenging to integrate with their carriers' patchworked legacy systems. On the carrier end, many are using separate internal systems to administer workplace benefits. This, coupled with their products' sophistication, internal workflow monitoring, enrollment and third-party integration requirements, and the need to communicate across multiple modules, can make administering plans in a digitally-unified way difficult, if not impossible.

In building Lighthouse, Wellfleet focused on several key priorities, including the platform's ability to:

- Quickly create and manage highly flexible products at scale to keep pace with demands of employers and their employees

- Digest and process information coming from clients' HR technology platforms, regardless of format

- Support the smooth and expedient processing of data

- Create a hassle-free billing experience

- Provide a streamlined claims experience that gets money into customers' hands as quickly as possible
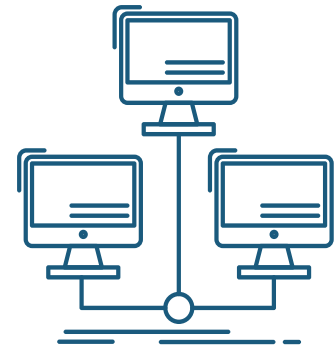
> "Collaborating with EIS, we were able to leverage their cloud-based coretech to provide our customers with a highly personalized workplace benefits experience."
>
> – Drew DiGiorgio
> Wellfleet President & CEO

SOLUTION

A Single Platform

To meet those goals, Wellfleet partnered with EIS to jointly create an open-architecture and cloud-based software solution designed to support the full broker and customer lifecycle.

Since there wasn't an existing legacy system at Wellfleet, EIS implemented an API-driven, next-generation insurance administration solution, which enables data integration among apps and powers customer-facing processes throughout multiple channel touchpoints. Providing those end-to-end business capabilities are the fully integrated applications of EIS Suite: PolicyCore®, BillingCore®, ClaimCore®, CustomerCore™, CustomerCore CEM™, and EIS DXP®. Implementation began in January 2020, and a phased roll-out for quoting, enrollment, and administration was completed in under 12 months using Agile sprints.

The end result is a platform that improves data agility and operational efficiency, while enhancing the overall customer experience with streamlined interconnectivity, and proactive, user-focused support. It also helps Wellfleet easily introduce new products to the market.

| PolicyCore®	BillingCore®	ClaimCore®	CustomerCore™	CustomerCore CEM™	EIS DXP®

OUTCOMES

Embracing Simplicity

As a digitally-enabled, customer-centric platform, Lighthouse has allowed Wellfleet Workplace to make a seamless entry into an exciting new market. The platform ingests, translates, interrogates, validates, and authorizes enrollment files in a range of formats. Ultimately, this takes the data validation process down to hours or days, not weeks.

Additionally, Lighthouse's single system of record leverages reliable, real-time data that supports Wellfleet and its customers with a holistic, personalized customer care response. It also offers flexible billing options and the delivery of payments the way the customer prefers.
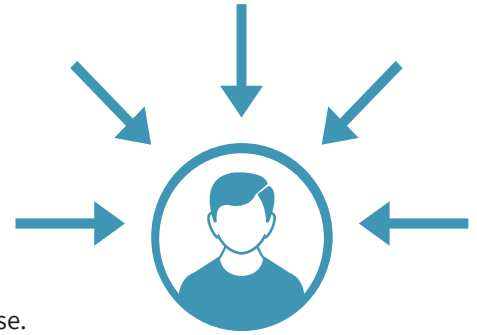
Empowering Distribution Channels

Lighthouse was born of a need to simplify how brokers, employers, and employees connect to the financial protection products they need. In building a digitally-forward platform from the ground up, Wellfleet is able to support the quick and efficient generation of customized plan designs, as well as the smooth flow of accurate, case-specific information from quote to claim.

Wellfleet also leverages Lighthouse to create custom educational materials that drive awareness and retention, to assess performance, and to provide recommendations for future optimization.

CONCLUSION

An Agile Platform to Speed Transformation and Change

Lighthouse officially launched in early 2021, positioning Wellfleet Workplace as a transformational digital leader in the workplace benefits space. It currently supports Accident, Critical Illness, Hospital Indemnity, and Short Term Disability Income Insurance, with plans to add additional products in the near future.
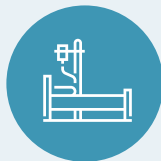
Accident	Critical Illness	Hospital Indemnity	Short Term Disability Income

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