

CASE STUDY

Relationship with Businessolver® supports life insurance client adding voluntary products

We offered two supplemental health products to employees of a global company - and participation soared.

1 Accident insurance
 **33%**

2 Critical illness
 **30%**

Client snapshot*

Leading energy solutions provider

- 8,000 employees
- 130+ sites


*As of January 2021




How did we win the business and yield these results?






Reason #1: We're a Pinnacle Partner

 We work alongside Businessolver to deliver enriched employee experiences through a simplified enrollment process and data integrations

 And offered decision-support tools like MyChoice Recommendation Engine® and Benefit Scout®

Other reasons for winning

-  Robust financial offer and substantial benefit offerings
-  Strong relationship with group benefit consultant
-  Marketing segmented by age/life stage



Together, we offer unique capabilities:

-  Enjoy dedicated resources backed by extended guarantees
-  Experience efficient implementation and technical integrations
-  Leverage operational efficiencies like pre-configured files, single sign-on and real-time decisions

Insurance products are issued by Minnesota Life Insurance Company or Securian Life Insurance Company, a New York authorized insurer. Both companies are headquartered in St. Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

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