

CASE STUDY

Our relationship with Empyrean brings new offerings to their current client



After acquiring Empyrean Benefit Solutions® in 2019, we had an opportunity to introduce our core product, group term life insurance, to an American manufacturer, who was a current Empyrean client with a strong relationship.

Client snapshot*

Fortune 500 U.S. manufacturer

- Industrial tools/household hardware
- 55,000 employees
- 60+ countries

*As of January 2021







How did we win the business – and set a repeatable process for the future?



Reason #1: Empyrean collaboration

Through our strategic partnership with Empyrean, we can offer:

-  Enhanced processes and integrations
-  Claims automation through data sharing (streamlined beneficiary experience)
-  Real-time health question data sharing for notification/decisions
-  Access to multiple decision-support tools (Pilot, Pilot+ and Benefit Scout®)

Other reasons for winning

-  Strong relationship with group benefit consultant and real-time data
-  Robust financial offer and cost-savings
-  Marketing campaign segmented by age/guarantee issue amount



Together, we offer unique capabilities:

-  Help employees make smarter benefits choices
-  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

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