

## CASE STUDY

# Securian Financial and Empyrean help large apparel company minimize HR workload

### About the client:

Retail Apparel Manufacturer

- Women's clothing
- 10,500 employees
- 70+ countries
- \$11B in total assets as of 12/2024

An established and successful relationship with this large retailer allowed Empyrean to introduce Securian as a new carrier for life and supplemental health insurance when the need arose. The unique partnership allowed the client to quickly experience enhanced integrations, an advanced employee experience and reduced costs.

### Client goals:

- 1** Reduce HR time on benefits
- 2** Reduce costs
- 3** Simplify administration
- 4** Enhance enrollment experience



### Key reasons the client moved their life and added supplemental health coverage

- Automated health & wellness payments
- Hosting EOI health questions directly on Empyrean's platform for seamless employee experience
- Employee engagement tools, like Benefit Scout®



### Other reasons for winning

- Streamlined administration like an automated death claim file that eliminates HR involvement
- Robust plan analytics through Secure Insights®
- Strong relationship with benefit consultant

## Benefits and outcomes:



- Increased supplemental life insurance participation by 4%
- Provided a 45% reduction on basic and 10% reduction on supplemental and life rates
- Included a bundling discount for supplemental health and life insurance
- Provided robust technology credits to offset switching costs
- No cost implementation

Securian Financial and Empyrean case study as of 03/2025

Benefit Scout is an educational tool designed to help you understand and make decisions about your employee benefits.

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