

ENWISEN SUCCESS STORY

HR outsourcer faces a flood of service calls ... seek the best of in-house resources and outsourced muscle Enwisen delivers.



THE COMPANY

Craford is a leading benefit consultancy with 35 years in the industry and a commitment to simplifying the process of employee benefits strategy, design, and implementation. Their services include planning & analysis, program evaluation & audits, benefits administration outsourcing, Internet based enrollment & administration, vendor negotiation, compliance, international consulting, and government contractor consulting.



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OUTSOURCING SQUARED

Managing the human resource needs of large corporations can resemble running a small city: the potential for bureaucratic nightmares is enormous. That's why industry-leading companies such as Hitachi Data Systems turn to Craford Benefit Consultants for an outsourced approach to HR service calls.

With 35 years of benefit experience, Craford possesses the skill and capacity to deliver service but they previously lacked one thing: a communication platform robust enough to flawlessly track calls, access personalized information, and analyze the results.

Craford turned to Enwisen to complete their service offering. Under the terms of the arrangement, Craford could utilize Enwisen's HR Service Center to support their customer's field HR teams. In addition, the HR teams could access Enwisen's extensive benefits and HR library to research and answer employee questions. The Service Center offers an issue tracking and resolution application integrated with the knowledgebase to ensure all calls are properly resolved.

To better serve Craford's customers, Enwisen integrated the Service Center with Ceridian Benefits, thus providing employee eligibility and election data to drive personalized answers from Enwisen's knowledgebase. The integrated strategy allows Craford to provide consistent and personalized answers, record and track calls, and analyze employee issues and service center performance, all from a single service center dashboard.

PARTNERSHIP PAYS

"This is a very clear win for our bottom line. It allows us to focus our business on what we do best while Enwisen provides the technological backend. We retain more business, provide better service, AND keep our costs down," said Stan Kenyon, New Business Practice Leader for Craford. "Their solutions make good business sense."

When HR outsourcers derive value from outsourcing themselves, it is a double win for customers and service providers. Enwisen Chief Operating Officer Barry Maxon said, "Double win scenarios are clearly the wave of the future for the benefit outsourcing industry. We anticipate many other outsourcing consultants making similar moves."