



# Prestige retailer sees the beauty in a flexible solution

With three distinct types of employees, this company leverages a technology-enabled approach to meet people's diverse needs.

As a leader in beauty and personal care, this company offers customers access to a differentiated shopping experience supported by knowledgeable, vibrant staff. Its locations around the world draw millions of people each year.

## Challenge

With a workforce dispersed across the country among retail locations, distribution centers and its corporate headquarters, the company has three distinctly different types of employees that it's committed to offering a high level of support.

Retail workers tend to be young, female mobile users who don't hold 9-to-5 positions. Those working in distribution centers are a little older and don't have as much access to or comfort with technology. Corporate team members tend to work business hours and may be using a computer all or part of the day. While all part of the same overall team, each of these groups has different needs for benefits delivery and communication.

## Solution

As an employer, this company recognizes and embraces the differences and unique needs of its diverse employees. To address the various groups, the company leverages the functionality within the Benefitsolver® platform.

- For retail employees, all interaction is electronic with a focus on promoting the use of apps including the MyChoice™ Mobile App for enrollment and benefits management. Benefits communications mimic the company's iconic brand and include shortcuts such as QR codes to support employees' on-the-go lifestyles.
- Distribution center employees get a higher-touch approach, as HR and benefits team members travel to locations for in-person meetings and enrollment support using Benefitsolver.
- Corporate employees receive system-generated communications with a focus on the online benefits administration site. There are weekly benefits emails and important information is shown on-site via electronic displays.

The MyChoice™ Recommendation Engine, Businessolver's platform-integrated decision resource, helps guide all employees to their best benefits decision. Because each group has slightly different benefits, the company takes advantage of the customization available with the tool to make it relevant for each group.

## Company Snapshot



**World leader** in prestige beauty retailer



2,500 stores in  
**32 countries**



**12k benefits-eligible**  
employees in the US



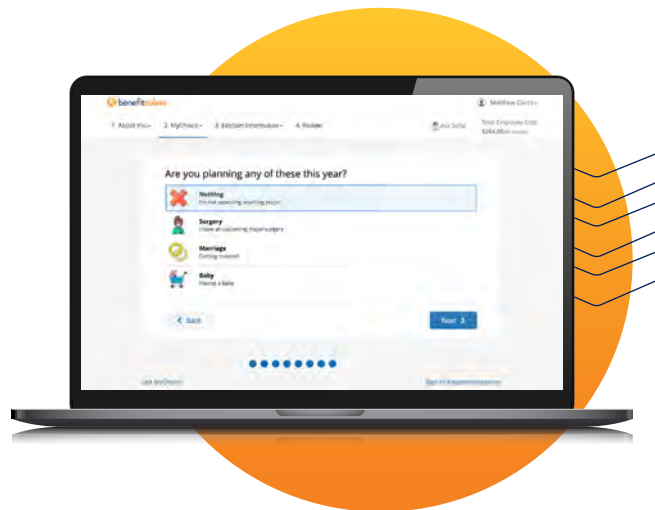
# Results

Using the flexibility of the Benefitsolver platform and solution, this employer successfully supports three very different employee groups with varying benefits and needs. The core system is configured to display employee-specific options and resources, and it offers access points that enable employees to interact with their benefits the way they want to—via mobile app, online or through member services. The MyChoice Recommendation Engine offers the flexibility to help employees with decision-making while supporting organizational goals.

**“It’s important to use our benefits as a differentiator, and having the flexibility to tailor the user interface and experience for each employee group helps us accomplish that goal.”**

## Learn More

Find out how the MyChoice Recommendation Engine helps connect employees to better benefits decisions.



## About Businessolver

Founded by HR professionals, Businessolver’s unwavering service-oriented culture and secure SaaS platform provide measurable success in our mission to provide complete client delight. Since 1998, Businessolver has delivered market-changing benefits administration technology supported by an intrinsic responsiveness to client needs. We create client programs that maximize benefits program investment, minimize risk exposure, and engage employees with easy-to-use solutions and communication tools to help them make wise and cost-efficient benefits selections.



Market-Leading Benefits  
Administration Technology +  
Innovative, High-Touch Services

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