

Automation Saves Time and Money

Company Overview

Tops Markets is a full-service grocery store chain headquartered in western New York. The first grocery store opened its doors in 1962 at Niagara Falls. Now, the company has more than 160 stores located throughout Pennsylvania, New York and Vermont. Tops employs more than 15,000 associates of whom 2,500 are eligible for benefits. The company has a mission to be the friendly neighborhood store that has what customers want while at the same time saving them time and money.

Challenge

Tops Markets was using a paper-based enrollment system for its benefit eligible associates with a two-person benefits department running the process. The process was effective when the company was smaller but became increasingly cumbersome as the number of benefit eligible employees grew.

The benefits staff frequently had to enter duplicate information and periodically had to account for associate errors in the paperwork. They would also have to hold several enrollment meetings for associates, which was particularly challenging due to the geographic dispersion of the workforce.

Helping their workforce understand the benefits that were being offered was difficult for Tops not only because of geography but also because of size. With 2,500 benefit eligible associates, having an effective means of communicating the differences between plans and their value was difficult for the department of two. There had to be a better way.



Industry

Food Retailer

Number of Employees

15,000+

Solutions

- Benefitfocus Benefitplace™

Results

- Administrative efficiency
- Increased data accuracy
- Effective employee communication

“We can put everything online, they can see everything, compare our plans and it will just help them throughout the process.”

Teresa Klawon

Benefits Administrator, Tops Markets

Benefitfocus® Success Story

Solution

Tops selected Benefitfocus Benefitplace™ as a total benefits solution. Rather than using paper-based enrollment processes or a boutique software firm with limited staff and experience, Tops can now use a single, well-established benefits technology platform to streamline enrollment for associates as well as administration and communication features for benefits staff.

Rather than re-keying data multiple times into a database, Benefitplace collects all the required data from the associate as they go through the enrollment process. This both streamlines data collection and prevents the common errors that occur when administrators are re-keying employee data multiple times into a database.

In addition, Tops has access to state-of-the-art communication capabilities allowing them to more easily communicate with their geographically dispersed workforce of 2,500 benefit eligible associates. This includes a library of videos that explain complex benefit topics so that Tops associates have easy access to the information they need to pick the plan that is right for themselves and their families.

Overall, the saved time for Tops is significant and the greater ease of use for users is an additional positive feature.

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Teresa Klawon

Benefits Administrator, Tops Markets

Tops has been able to save time and money when it comes to benefits administration. How about you?

Contact: sales@benefitfocus.com today!