

CASE STUDY

UAW RETIREE Medical Benefits Trust

Customizable Website for Retiree Benefits

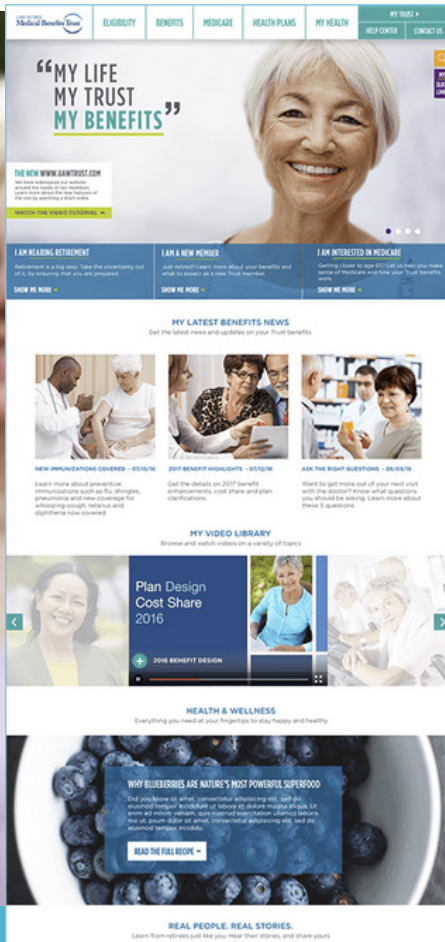


CHALLENGE

The UAW Retiree Medical Benefits Trust needed a website so it could efficiently and effectively administer employee benefits and meet the needs of its diverse membership that ranges in age from 50 to 100. They wanted a solution that would enable them to easily update the benefit criteria each year and add wellness articles and other information of value to its members.

BUSINESS OBJECTIVES

- 1 Automate processes and reduce servicing costs
- 2 Increase customer satisfaction



SOLUTION

ChannelNet created a website based on the latest accessibility standards that established an online identity for the VEBA and enabled the UAW to more effectively communicate to its retirees and dependents about their health care benefits. The website content management system gave administrators complete control of the content, look and feel of their website. They can easily incorporate member feedback, modify content whenever they want, add pages on the fly, post unlimited pages and schedule updates to coincide with the annual benefit enrollment cycles.

ChannelNet is continues to work on the next generation of the UAW Trust website to provide the best possible customer experience.



CHANNELNETTM
The Customer Experience. Reinvented.

Connect with Paula Tompkins, CEO & Founder today!
415.720.4498 | ptompkins@chaannelnet.com