



# Cascades

## CASE STUDY

### Driving 94% Enrollment Completion Across a 3,000-Employee Workforce through a Customized Multi-Channel Enrollment Strategy.

BPA partnered with Cascades to design and execute a high touch enrollment strategy that improved employee engagement, reduced administrative strain, and delivered measurable results across a complex, multi location account.



## Client Overview

Cascades is a leading North American manufacturer with approximately 3,000 employees across multiple locations. The organization provides a comprehensive benefits program and requires a scalable, structured approach to support both Open Enrollment and ongoing new hire onboarding.

## The Challenge

Prior to partnering with BPA, Cascades faced several enrollment challenges that impacted both employee experience and internal efficiency. Limited engagement from their previous enrollment strategy led to inconsistent employee participation, while system inaccuracies and payroll discrepancies created additional administrative burden for HR.

With a geographically dispersed workforce operating across multiple shifts and locations, Cascades needed a more structured, accessible, and reliable enrollment strategy that could drive participation while reducing internal strain.

## The BPA Solution

BPA designed and executed a customized, multi-channel enrollment strategy tailored to the unique needs of Cascades workforce. Rather than applying a one size fits all approach, BPA built a flexible model to ensure accessibility, consistency, and high employee engagement across all locations.

The strategy included:

- Onsite enrollment support for high touch employee interaction.
- Virtual enrollment capabilities to extend reach across locations
- Call center support provided immediate assistance and follow up
- Kiosk and iPad-based enrollment stations for self-guided access
- One-on-one benefits counseling to support informed decision making

This blended approach allowed BPA to meet employees where they were: across shifts, locations, and comfort levels while maintaining a consistent and structured enrollment experience.



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**Industry:** Manufacturing

**Number of Employees:** 3000 (U.S.)

**Enrollment Period:** November 9 - 25, 2025

**Broker:** USI



## Results

BPA's structured and high touch approach delivered measurable results:

- 94% enrollment completion rate
  - Significantly increased employee participation and minimized missed elections
- Over 2,000 call center interactions (inbound and outbound)
  - Proactive outreach ensured employees received timely support and guidance
- Over 100 scheduled one on one appointments
  - Personalized education improved employee understanding and confidence in benefit selections

The result was not just higher completion rates, but a more efficient, accurate, and employee focused enrollment experience. One that continues to scale with the organization.

## Expansion to Canada

Following a successful U.S Open Enrollment, Cascades expanded BPA's engagement to support its Canadian workforce where structured enrollment support is less common.

This expansion reflects the strength of BPA's model and the confidence Cascades placed in BPA to deliver consistent, high quality enrollment experience across international operations.

## Takeaway

BPA's success with Cascades was driven by a discipline, flexible approach that prioritized accessibility, consistency, and employee engagement. By combining multiple enrollment channels with hands-on support, BPA delivered a scalable solution tailored to a complex workforce.

The result was not just higher completion rates, but more efficient accurate, and employee focused enrollment experience that continues to scale with the organization.

## Testimonial

*"BPA's benefit coaches are exceptional, patient, knowledgeable, and genuinely focused on supporting our employees. Their new hire coaching program has been especially impactful, helping our team understand their benefits and feel comfortable making informed decisions from day one."*