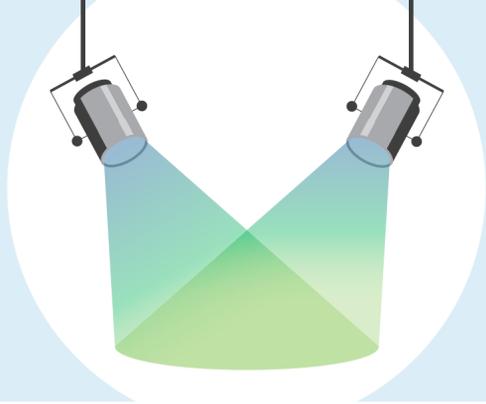


LIAZON LIMELIGHT



Sara Marzitelli

HR Manager
Sweaty Betty

Industry: Retail – Women's sports and active wear

Location: Headquartered in NY and London, with stores in various cities across the U.S.

Employees: 150 and counting

Sara Marzitelli knew it was time to modernize the company's U.S. benefits. Fortunately, offering a competitive benefits package with more options through a benefits marketplace proved to be no sweat for this global, multi-channel fitness fashion brand.

The hurdles



1 Paper enrollments just wouldn't cut it anymore. ⚡

Enrolling participants in multiple cities via paper was difficult and time consuming –



and with plans to open 10 stores this year across the U.S., paper enrollment would only complicate things further.

Also, with the regulatory hurdles around having office staff plus hourly employees at multiple locations, we knew we needed a way to modernize our benefits delivery system.

Moving to a benefits marketplace allowed us to have everything stored and operated electronically,



including online enrollment and reporting.

2 A one-size-fits-all approach was not effective. ⚡

While our previous benefits were fully paid for by the company, we could only offer one plan with a very high deductible –

which meant high out-of-pocket costs for our employees.



The move allowed us to offer more options, both in product and price,



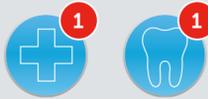
all while empowering our employees to select the plans that worked best for them.



In alignment

What We Offered:

Prior to the Marketplace



After the Marketplace



With a company mission to inspire women to find empowerment through fitness, these offerings demonstrate we are true to our word in how we support our own employees.

For example, many of our employees enrolled in Accident Insurance as they tend to be very active outside of work.



A zen process



The rollout was seamless, from obtaining buy-in, to announcing the change to our employees, to obtaining support through Open Enrollment and beyond.

It was no problem getting buy-in from our CEO – she was on board right away.



We sent an email to employees to let them know what was coming.



We had the ongoing support of our broker and Liazon, who kicked things off with a live presentation to ensure our employees understood it.



Our staff found using the Employee Service Center to be very easy.

The rewards

While we don't pay much more for benefits now than we did before moving to the marketplace,



our offerings are so much richer and more affordable for our employees.

While we had paid for our employees' benefits in the past, they never knew how much we contributed.

With our new defined contribution strategy enabling complete insight into costs,



our employees appreciate the company more.

Leader to Leader:

Employees might not take the cost of benefits into consideration when considering employment with a company – but they should.

And when you show them what you're spending, they value you more. Transparency makes a huge difference.

Liazon Limelight shares noteworthy stories of forward-thinking HR and Benefits professionals who are leading the charge toward a better system of employer-sponsored benefits. If you know someone who fits the bill and has had success with a Liazon-powered exchange at their company, email us at LiazonLimelight@Liazon.com so we can feature them in a future Limelight.