

CASE STUDY

How a Fortune 500 Insurer **Increased Enrollment 114%** with AI-Powered Outreach

Colonial Life partnered with TruAgents to transform voluntary benefits enrollment communications into interactive, multilingual email and SMS campaigns.



This was the first enterprise use case where AI interacts directly with our employees.

Dennis Holman

Director of Field Marketing



114%

Enrollment
Growth



88K

Communications
Sent



100%

Compliance
Accuracy

CHALLENGE

Colonial Life had great enrollment content, but little visibility into whether employees received it, engaged with it, or had questions. There was an opportunity to improve communication.

- × One-way communication
- × Limited engagement visibility
- × English-first communication
- × Compliance risks limiting automation

WHY TRUAGENTS

After evaluating multiple platforms, Colonial Life chose TruAgents because it delivered more than just automated messaging.



Truly Personal Outreach

Generated individual comms at scale with memory of prior interactions



Omni-Channel & Interactive

Employees could respond via email, SMS, or phone in 50+ languages, 24/7



New Insights

Conversation data unlocked visibility they never had



Enterprise Guardrails

Every email, text and call was monitored for accuracy in real time



Scalable and Future-Proof

The platform was versatile and could address use cases beyond enrollment

PRODUCT IN ACTION

TruAgents handled outreach, questions, follow-ups, and reminders automatically:

- Generated unique outreach for each employee in multiple languages
- Maintained full conversation history across email, SMS, and phone
- Followed up and answered questions in real time using account-specific data within compliance guardrails
- Ensured every message was logged, auditable, and on-brand

 Email, SMS, Phone 24/7 Availability 50+ Languages

TruAgents scaled personal communication without replacing human trust.

RESULTS

Penetration Rate

22% → 47%

Representing 114% growth

Engagement Signals

- 2,158 employee conversations handled autonomously
- Surge in inbound employee engagement
- Higher employee satisfaction

Compliance Performance

Accuracy = 100%
Auditable Interactions = 100%
Brand Alignment = 99.1%

“Probably the easiest thing I’ve ever implemented in my entire career.”

Super District General Manager

NOW DEPLOYED ACROSS THE ENTERPRISE

Following success with Colonial Life Voluntary Benefits Enrollment, the Unum’s Sales, Claims, Recruiting, Marketing, and Agent Assist teams requested access to TruAgents – making it the new engagement standard across the customer lifecycle.



Sales



Marketing



Claims



Recruiting



Scan to see TruAgents
in action

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