



OneDigital scales service excellence with AI-powered benefits support

OVERVIEW

A culture of caring backed by robust benefits

OneDigital, a leading insurance brokerage, financial services, and workforce consulting firm, employs more than 5,000 people across the U.S. Known for its "fierce culture of caring," OneDigital promises employees a workplace where they can thrive both professionally and personally.

Central to this promise is a robust wellbeing benefits program, administered by a Corporate Benefits team renowned for its high-touch service. Specialists routinely provide personalized support on everything from plan navigation to dependent enrollment, earning consistent praise for their responsiveness and care.



COMPANY SIZE

5,000 Employees

INDUSTRY

Insurance, Financial, HR

LOCATION

United States

4,275 inquiries resolved instantly

1,690 emails drafted by AI

565 hours saved

CHALLENGE



Scaling service excellence through rapid growth

As OneDigital expanded rapidly, adding thousands of employees each year, the Corporate Benefits team faced surging inquiries. During open enrollment and other peak times, hundreds of emails and calls poured in monthly, threatening to slow responses and erode satisfaction. **Without adding headcount, the team needed a way to:**

- **Reduce time spent on routine questions**
- **Provide 24/7, accurate answers**
- **Free specialists to focus on complex, high-value support**

SOLUTION



AI-powered benefits support, embedded in daily workflows

To meet this challenge, OneDigital implemented Avante's AI-native benefits platform. Avante interprets employee questions and delivers policy-aligned responses using OneDigital's plan details, HR policies, and FAQs, seamlessly integrated into the tools employees already use. Key features include:

-  **High tech + high touch:** OneDigital introduced Avante's trusted AI concierge, Carly, as part of their support model, bringing a consistent, approachable experience that reinforced their culture of caring.
-  **Always-on self-service:** Carly provides instant AI-generated answers via a web app, cutting inbound email volume and providing support outside business hours.
-  **Embedded access:** A Workday tile and Teams integration make answers available in employees' daily workflows. A direct Workday API ensures personalized responses.
-  **AI-drafted emails:** In Outlook, Avante drafts accurate replies for specialists to review and send, accelerating turnaround times.
-  **Smart escalation:** Complex cases requiring extra empathy or expertise are routed directly to benefits specialists.

RESULTS

Faster answers, freed capacity, stronger employee experience

In just six months, OneDigital achieved measurable results:



4,275

inquiries resolved instantly

Real-time AI guidance ensured employees received answers anytime, including evenings and weekends.



1,690

email responses drafted by AI

Automated drafts reduced manual work and ensured consistent communication.



565

hours saved

Automation saved 3 months of work, time reinvested in complex cases and strategic initiatives.

“AI is more than just a tool. It’s a force multiplier reshaping the way we work. With Avante, our teams **now have the superpowers to focus on the meaningful, high-impact work** that brought us to HR in the first place. The future is bright, and AI is lighting the way.”



Elizabeth Chrane
Chief People Officer, OneDigital

NEXT

Future-ready HR, without losing the human touch

By partnering with Avante, OneDigital transformed benefits operations in under six months, reducing repetitive work, improving employee experience, and preserving its high-touch service model during a period of rapid growth.

The measurable efficiencies and stronger employee experience have positioned OneDigital to extend AI-assisted support into other HR functions, ensuring their culture of caring continues to scale alongside their business.

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