

CASE STUDY

Grote Company

Scaling Enrollment & Benefits Support
Across Locations

selerix✓

GROTE COMPANY FAMILY OF BRANDS

Company Overview

INDUSTRY

Manufacturing

NO OF EMPLOYEES

300+ employees | Bilingual EN/ES

LOCATION

8 locations, nationally

JE Grote Company operates multiple facilities across several states, supported by a centralized HR team Manager and divisional HR representatives at each location. As the organization prepared for its first fully electronic open enrollment, leadership sought a structured, high-touch approach to guide employees and support internal HR operations throughout the transition.



We didn't work 12-hour days during open enrollment **because of Selerix**

Sarah | Human Resources Manager, Grote Company

Improved employee confidence

Consistent multi-site execution



The Challenge



Grote's previous enrollment cycle was entirely paper-based. Forms were collected, scanned, and manually entered—resulting in extended administrative workload and post-enrollment corrections.

Transitioning to an electronic process introduced new considerations:

- A distributed workforce requiring in-person guidance
- Employees not broadly accustomed to digital enrollment tools
- Multiple locations needing simultaneous support
- Internal focus on ensuring the transition would reduce, not increase complexity

With open enrollment approaching, the HR team needed reliable execution support and clear communication across all locations.

“I needed knowledgeable support at every location at the same time—and Selerix made that possible.”

SARAH

Human Resources Manager

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The Solution

Selerix partnered with Grote to provide structured enrollment and benefits counseling support across all locations.

The engagement included:

- On-site enrollment counselors deployed to each location, with call center support available
- Employee-facing benefits education and guided enrollment assistance
- Weekly project management meetings leading up to enrollment
- Proactive identification and communication of system discrepancies during sessions
- Development of documentation and reference materials for HR and counselors
- Creation of an enrollment communications calendar
- Drafted internal messaging to support timely employee outreach
- Ongoing coordination with stakeholders throughout enrollment execution



The approach focused on consistency, visibility, and early issue resolution to maintain enrollment momentum across locations.



The Result

BIG WINS WITH SELERIX

Grote successfully executed its first fully electronic enrollment across all locations.

- 100% employee enrollment achieved
- 30 hours per week saved for HR leading up to and during enrollment
- Reduced post-enrollment corrections through real-time issue identification
- Employees reported greater comfort and clarity after meeting with counselors
- Internal concerns regarding the transition were resolved following execution

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Contact our team to see how your HR department can lead the way in efficiency, compliance, and employee experience.

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