

Broadening Our Embrace

Despite the lack of in-person connections, we have actually broadened our reach during the pandemic. Using every tech tool at our disposal has allowed us to see even more faces and hear an even wider array of voices than usual. View [video](#).

Mary Kate Wold
Chief Executive Officer & President

As we're more than a year into the pandemic now, we find ourselves asking how technology has enhanced our ability to reach out to our clients, and it's really been incredible. One of the important parts of my job and, in fact, one of the great joys of my job is interacting with the people whom we serve. We like being out with our clients. We like understanding their concerns and how we best serve them. So we have to pivot to technology.

Laurie Kazilionis
SVP, Integrated Benefits Account Management Services

Technology has been absolutely vital during this period. We can use every tool at our disposal: GoToMeeting, Zoom, any webinar, conferences, FaceTime, and the plain old phone. We've gone at it and haven't Missed a beat.

Kathy Floyd
SVP, Education & Wellness

We have found that our clients miss being in community. So, we have continued to do a lot of outreach. We have talked to them through our podcast, Choose Well, we've held webinars, CREDO Conversations was developed, our Next Step Retirement program has been developed. So we have had a lot of innovative programming that the team has come up with.

Laurie Kazilionis
SVP, Integrated Benefits Account Management Services

Our spring Benefits Partnership Conference had registrations of over 350, an absolutely wonderful opportunity to engage with clients. Typically, we have 100 to 120 who visit us in person and to be able to reach 350 virtually was a big win.

The Rev. Clayton Crawley
Chief Church Relations Officer

When we want to go back in person, we're going to keep that virtual component because it's meeting a need. It helped us be a servant to more people. It helped us broaden our reach across the Church and across to our employees.

Mary Kate Wold
Chief Executive Officer & President

I'm happy to say that the feedback from our clients has been very positive during this time. And that's been wonderful because we miss being out with our clients and it's great to feel that they still feel connected and we feel connected. I've just been so impressed and so grateful and so proud of the people at CPG.

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