

GroundLink Case Study

Health Insurers, Inc.*

HEALTH INSURER

CHALLENGES

Health Insurers, Inc, a mutual legal reserve company, and an independent licensee of the Blue Cross and Blue Shield Association, is the largest customer-owned health insurer in the United States and fourth largest overall. The company serves more than 15 million members across 5 states and employs more than 20,000 people in over 60 local offices.

Health Insurers' corporate travel manager needed a feasible, reliable and professional black car service provider. Previous black car services used by Health Insurers included Boston Coach, Carey, and taxis. The services provided by these companies were ok, but the prices ultimately were too high, and the dependability of taxis was not reliable enough.

SOLUTION

In order to shift to dependable ground transportation, Groundlink was chosen as Health Insurers' primary black car service provider. Groundlink possessed professionalism, advanced technology, competitive pricing and guaranteed travel safety to all passengers. Our driver vetting processes, reporting capabilities and on-time-guaranteed policies were very impactful in their decision to select Groundlink.

RESULTS/BENEFITS

Groundlink provided Health Insurers with an in-depth cost-savings analysis, which compared us to other black car providers and gave them a first-hand look at the savings they would accumulate yearly through Groundlink. Health Insurers, Inc. continues to book all ground transportation with Groundlink for both their staff and clients.



Company names have been changed

