

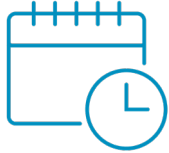
Engaging Your Employees Year-Round

Strategies to help you plan and prepare your benefits messages





Enrollment-Related Communications



Start Early

Begin annual enrollment (AE) messaging at least a couple of months before AE arrives by sharing information through multiple communication channels. In doing so, you'll get employees thinking about their upcoming enrollment well before they enroll. A longer runway will give them more time to determine what's best for them and help them make better choice.



Develop a Benefits Enrollment Success Checklist

Give your employees a checklist of things they need to do to ensure a successful enrollment. A simple checklist or timeline can help your employees know what to expect and help them work more iteratively rather than cramming toward the end of the enrollment period.



Virtual Benefits Fairs

A great way to engage your employees during annual enrollment is by deploying virtual benefits fairs. Businessolver can help you develop a specific theme and style that fits your population. They're accessible from any device, and other family decision-makers can join them, not just the employee. And, finally, if you use the CX team here to deploy them, you'll get metrics back around engagement, clicks, time per page, etc.



Gamification...for the Win!

To drive greater engagement, consider gamifying the enrollment experience. Some competition or point scoring that results in prizes can go a long way in engaging your employees. When it comes to benefit vendor booths—either virtual or in-person—consider working with them to give away a branded tumbler or Bluetooth speaker or points towards a wellness program to employees who visit the booth. Don't do a benefits fair? Maybe employees who answer a survey are entered into a drawing.



Consider Your Audience(s)



Work to meet key family decision-makers, not just your employees

Your employees might not be the only decision-makers regarding their family's benefits—work to make benefits information accessible to those decision-makers as well as your employees. A public web page, mailed newsletter, or postcard can help get a spouse or dependent in the know.



Meet Employees Where They Are

While going digital offers great opportunities for engagement, your entire population might not be ready for that. For example, if you're encouraging your employees to download the mobile app and enable text messaging, you might still want to mail some benefits information as you transition so everyone gets what they need for a successful enrollment. View the preferences report in Benefitsolver to get a sneak peek into what your employees have listed as their preferences. Email, text, etc.



Personalize the Experience

No one consumes information exactly the same way, nor does everyone want the same enrollment experience. For employers with complex employee groups, it's important to be open to trying new things while staying committed to finding the best ways to engage your population as it changes over time. Be open to some trial and error and continue to iterate yearly to provide an excellent benefits experience.



Deploy an Omnichannel Approach

Relay your benefits communication through multiple channels. Email is great for some, while text messaging may be a better reminder for others. Posting messaging around your facility in the form of posters or flyers is another good idea. By spreading your messaging across channels, you will maximize your reach.





Use Your Technology



Create an accessible, digital experience

Encourage your employees to take advantage of the MyChoice® Mobile App and everything it offers. With our app, your employees can store ID cards, view benefits details on the go, chat with Sofia in seconds, and much more.



Encourage Self-Service

Teaching employees to self-service will make the process easier for themselves and their employees. With the help of the MyChoice Mobile App and SofiaSM, employees can get the answers they need without calling their service center. In turn, the lines will be more accessible for callers with more complex issues. Also, make sure you've taken advantage of the new optimized layout that we've done extensive UX testing with. This layout helps members know where to find information on any page.



Update your reference center for version control

With Benefitsolver, it's easy to update documents and information on the fly in our system (reference center). This can save you and your team time and ensure no employee gets outdated or incorrect information. Sofia can glean summaries directly from everything in the Reference Center, so it's really important to make sure everything in there is up to date.



Best Practices

- Keep the messages short
- Make it actionable
- Communicate through multiple channels
- Make it timely
- Measure success: use tools in Benefitsolver to monitor open rates, review actions taken after messages
- Send electronic message on Tuesday, Wednesday, or Thursday
- Send earlier in the day
- Create an emotional connection: Humanize the message with storytelling, highlight successes from peers, promote a feedback loop

Reference the
"Delivering
Year-Round
Communications"
Training in
Tech with Heart for
more details.

