

Thinking differently about engaging your employees with their benefits

Many employers are hitting reset on benefits as they plan ahead, especially around communicating effectively. As you think about your benefit communication strategy, consider what that means for your employees. Be there for them, and communicate with directness and clarity. Connect when it matters most and look to meet them where they are.

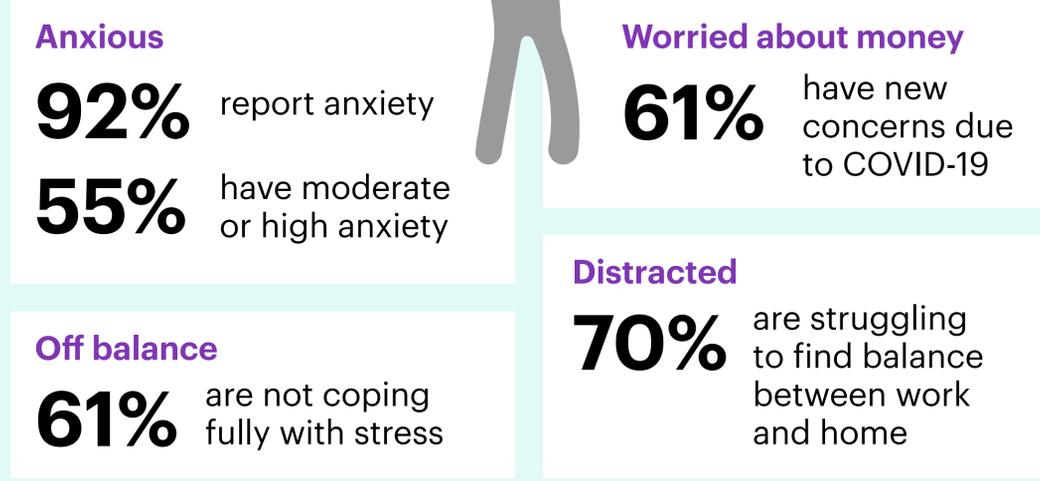


Understand employee realities and tailor messages to where people are

Their realities might be:



People are feeling:



Reach out with information and support when it matters the most

Individualize your messages: What do different groups need to know so they can choose wisely? Generational cohort, life status, employed full time or furloughed — each plays a role in messaging.

87% of employers plan to enhance the use of digital channels.

Leverage artificial intelligence and machine learning technologies: Help meet your population where they are.

69% of organizations say their top benefit priority today is communicating about benefits and wellbeing programs.



Highlight personal support: Service centers can support participants as they navigate benefit decisions and lend an empathetic ear.

Offer multiple channels of communication: Multi-media options, text messaging, email, paper, virtual meetings and benefit fairs.

Focus on education, decision support and tips for cost-effectively managing benefits.

86% of employers in 2020 are tailoring their messages to the current environment.

Managers are critical to the employee experience, and they need support too



Listen to your managers, and give them tools to support employee challenges



Equip them with knowledge to understand the support available to them and to employees — what's new and what actions employees might need to take



Help managers demonstrate leadership, empathy and compassion for employee concerns. Resilient managers enable resilient teams.

62% of employers are considering or taking action to offer emotional **wellbeing training** to managers

58% of employers are training managers on the importance of **flexibility to meet employee needs**

52% of employers are training managers on engaging and managing a **remote workforce**

39% of employers are training on recognizing signs of anxiety and how to refer employees to resources such as **employee assistance programs**

