

Benefitfocus®

7 Signs Your Employee Benefits Communications Aren't Driving Results

It can be challenging to measure the impact of your employee benefits communications. This checklist can help you evaluate your employee benefits communications strategy and identify and plan opportunities for improvement.

- ✔ Consider your current approach and results.
- ✔ Check off any statements that may ring true for you and your organization:

Benefits adoption, participation and utilization rates haven't increased significantly, no matter what your team has tried.

Increasing the volume of employee benefits communication (e.g. sending more emails) has not correlated to higher benefits participation or utilization.

Your in-house benefits admin team members are often too busy fielding employee benefits questions and inquiries to focus on other work.

Your employee benefits costs have risen/are rising but benefit participation remains low.

You want to expand your benefit offerings with a tight or reduced budget.

Employees express confusion or feelings of being overwhelmed when reviewing benefit options (during open enrollment) or care options.

You feel your employee benefits communication is good but aren't sure whether it aligns with best practices.

The more items you checked, the more likely it is that your organization could benefit from working with a benefits administration partner for your employee communications.



Make a strategic impact with effective benefits communications.



Strengthen your employee value prop.

In the next three years, **63% of companies** are looking to use employee benefits to signal their company's purpose and values to customers, investors and external stakeholders, as well as its employee value proposition.¹



Attract and retain talent.

57% of people say a company's benefits and perks are among their top considerations when considering a potential employer.²



Help employees use their benefits year-round.

70% of benefits eligible working Americans say they want help from their employer to better understand the employee benefits they enrolled in throughout the upcoming year.³

Advantages of working with the optimal benefits administration partner:



Allows your in-house team to remain lean and nimble with supportive and experienced professionals.



Can help free up valuable time for your benefits team to focus on other strategic projects.



Offers employees convenient access to information and answers to help reduce friction in the enrollment process.



Helps employees make more informed choices about benefits enrollment and care selection, potentially saving both your organization and the employee money.



Supports employees' personal health and wellness goals, and is intended to help drive job satisfaction and reduced turnover.



Strengthens the organization's talent attraction efforts with appealing and clearly articulated benefits packages.



Ready to drive better awareness and engagement in your benefits programs?

From benefits emails to new hire guides, engage your employees and reduce your workload with employee benefits communication services from Benefitfocus.

[Learn more!](#)

¹ WTW, "Almost three-quarters of employers have set a global minimum standard for employee benefits," June 5, 2024, <https://www.wtwco.com/en-gb/news/2024/01/almost-three-quarters-of-employers-have-set-a-global-minimum-standard-for-employee-benefits>

² Fractl, Employee Benefits Study: The Cost and Value of Employee Perks, June 5, 2024, <https://www.fractl.com/employee-benefits-study/>

³ Based on the results of a Voya Financial Consumer Insights & Research survey conducted January 22-23, 2024 among 1,005 adults aged 18+ in the U.S., featuring 455 Americans working full-time or part-time.

Benefitfocus.com, Inc. and its affiliated companies (collectively, "Benefitfocus") is making available to you the Personalized Decision Support tool offered by SAVVI Financial LLC ("SAVVI"). Benefitfocus is a Voya Financial ("Voya") business. Voya has a financial ownership interest in and business relationships with SAVVI that create an incentive for Voya to promote SAVVI's products and services and for SAVVI to promote Voya's products and services. Please access and read SAVVI's Firm Brochure, which is available at this link: <https://www.savvifi.com/legal/form-adv>. It contains general information about SAVVI's business, including conflicts of interest. The information presented is for general information purposes only.

Any opinions expressed within do not necessarily reflect those of Benefitfocus.com, Inc. or its affiliates and are not intended to provide specific advice or recommendations for any plan or individual. All fiduciary duties remain the responsibility of the plan sponsor. You should contact your financial professional, attorney, accountant or tax advisor regarding your individual situation. Benefitfocus.com, Inc. assumes no obligation based on the information presented and does not guarantee actual results.

For use by employers and benefits professionals.

CN3616910_062026

Benefitfocus[®]