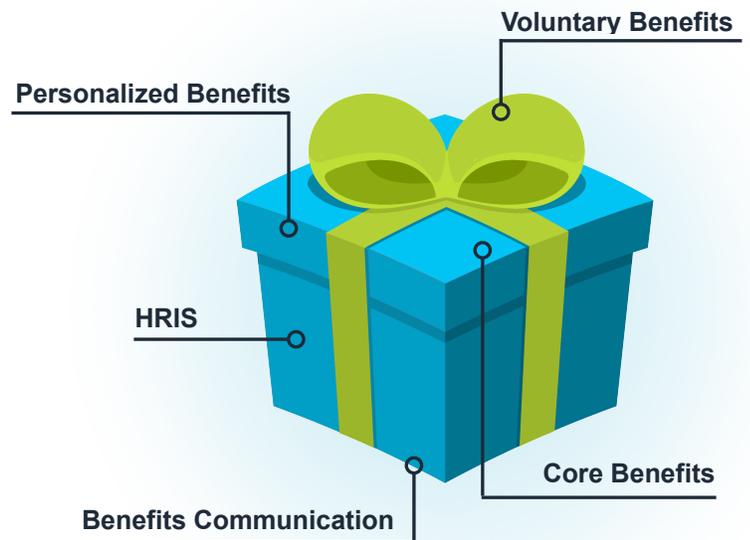


Putting Together the Perfect Employee Benefits Package

Putting together an employee benefits package is just like putting together a package for a birthday, the holidays, or really any occasion that merits a gift. Employers must identify the contents of the package, how that package will be delivered, what will hold the package together, and how the package appears to its recipient. Let's take a look at each of these components and how they relate to benefits.



CORE BENEFITS | “The gift”



In this analogy, core benefits such as life, dental, vision, and health serve as the gift itself—the contents of the package. These benefit types are foundational benefits that the rest of the package is built around. According to [Harvard Business Review](#), these foundational benefits are key in attracting quality candidates and retaining current employees.

HRIS | “The box”



Now that you have core benefits selected, you need to figure out how to deliver them to your employees. The most efficient way to offer benefits is through an HRIS platform that supports benefits enrollment and administration. This system will streamline and simplify benefits enrollment for both employees and administrators so that employees can focus on the value of the “gift” rather than trying to figure out what the gift actually is.

BENEFITS COMMUNICATION | “The tape”



Even the best gift wrapper needs something to hold their package together, much like successful benefits enrollment depends on consistent benefits communication. In order to truly reach employees, administrators need to repeatedly communicate benefits to employees using a variety of communication channels.

When should you start? A rule of thumb is to start communicating benefits three months prior to open enrollment. By planting the seed early, administrators give employees ample time to consider their benefit options and to ask questions prior to enrollment.

PERSONALIZED BENEFITS | “The wrapping paper”



Benefits packages without a personalized touch are like receiving an unwrapped gift—a little underwhelming. Employers who address the unique needs of their employees when creating benefits packages appeal to the growing preference for personalization within the workforce. This personalized touch boosts participation and employee appreciation for their chosen benefits.

For instance, if your staff base typically falls between 25 and 30 years old, it would make sense to offer childcare benefits. However, for a company predominantly composed of baby boomers, childcare will probably not have the same appeal. Likewise, it would be prudent to offer tuition assistance benefits for when your target demographic is younger.

VOLUNTARY BENEFITS | “The ribbon”



What’s a package without a little embellishment? Voluntary benefits, benefits that employers offer but do not financially contribute to, are like the ribbon on a package. This ribbon can make the package more attractive but doesn’t necessarily make or break the presentation of the gift. Likewise, voluntary benefits can make a benefits package more attractive to employees.

Manage all your Benefits & HR Needs with BerniePortal

You’ve put together the perfect benefits package and it’s got you thinking... “How else can I simplify HR administration and improve the employee experience?” Your best bet is to take a look at the [HRIS](#) you used to administer your benefits.

BerniePortal is an all-in-one HR software solution for small and mid-sized employers. With BerniePortal, administrators can save time, simplify HR and improve compliance for the full employee lifecycle. From hiring to COBRA, BerniePortal helps employers spend less time on HR administration and more time building the businesses they love!

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