

What's the ROI on Benefits Communication?

How to build your case for the right resources

Increasingly, HR professionals are being asked to do more with less.

And, they must develop a broader range of skills to do their jobs. Recruiters must think like marketers. Payroll specialists must become compliance experts. And benefits professionals' world has changed radically. Benefits teams are smaller than ever before, but are expected to deliver 2, 3 or 4 times as many options than they did just 10 years ago.



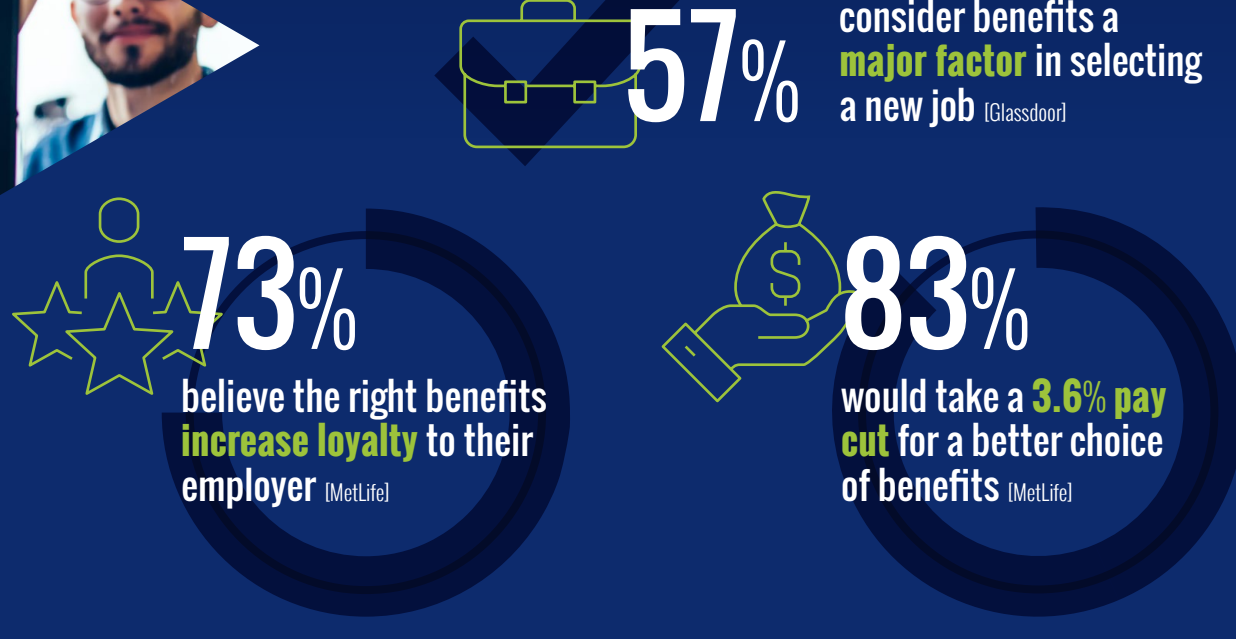
What's a benefits pro to do?

In this infographic, you'll learn about some important trends backed by some compelling statistics. Use them when speaking to your CFO about investing in communication resources for a higher return on investment (ROI) on your overall benefits spend.

Benefits are Important

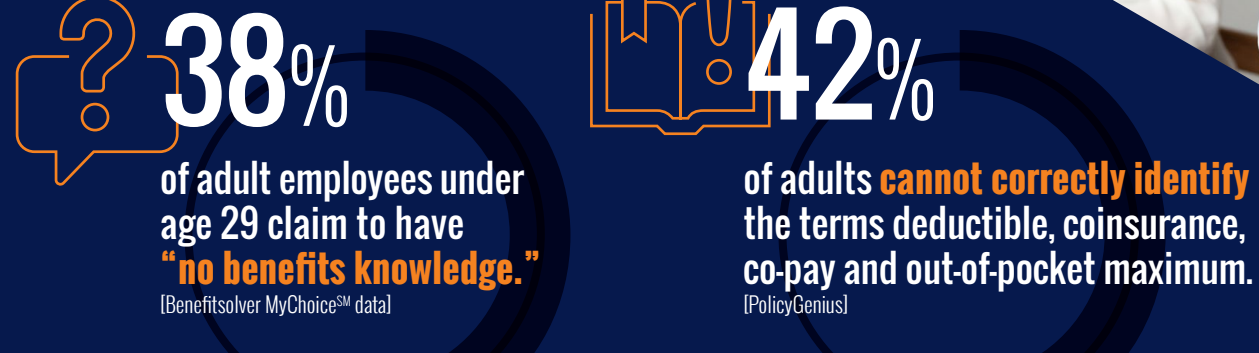
The U.S. Bureau of Labor Statistics reports that benefits account for 31% to 38% of employers' total compensation spend. That's understandable in an economy where employees are looking for stability.

Here's what employees say:



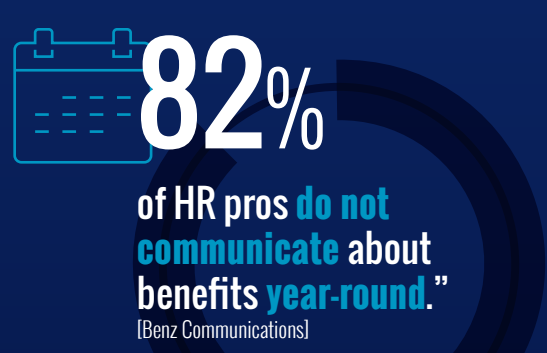
According to Unum, organizations who fail to communicate with employees about their benefits might as well not offer any benefits at all. Unfortunately, the alarmingly low benefits knowledge in the U.S. means that, without the proper resources, **your employees may never understand the true value of the benefits you invest so heavily in.**

Benefits Literacy is Low



Benefits Communication is Challenging

According to data collected from the BenefitsolverSM platform, **employees spend an average of 17 minutes to make decisions on benefits worth \$23,000.**

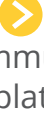


We Can Do Better

To ensure your employees appreciate the investment you've made in their benefits, start with these four basic tips.

Consider these four important communications tactics.

- Understand your employees.** Use your annual enrollment data to identify different groups of employees based on generational differences, plan types, biometrics, life stage, and other characteristics.
- Be relevant.** Tailor your messages based on whom you're communicating with and how they use their benefits. Also, be selective. A reminder about HSA catchup contributions to a 23-year-old employee will only train them to ignore you.
- Communicate year-round.** Don't only communicate when employees are making benefits decisions. Provide information throughout the year, when people are actually using their benefits. This helps them become better and more engaged consumers.
- Use preferred communication channels.** Use your benefits administration solution to learn how each employee prefers to be contacted. Send web-based information to those who request it, use text messaging to those who prefer it and send expensive printed materials only to those who ask for them.

Request a Demo  for a first-hand introduction to the communication tools included in the Benefitsolver platform.

Ready for a deeper dive?
Check out our white paper, **"Reimagining the Employee Benefits Experience."**

