

Consumer Experience Solutions



We speak your language

Technology and targeted, personalized communications are key in helping employees overcome their benefits literacy gap. Even after 5 years, our [Benefits Insights Report](#) finds that 85% of members are confused about their benefits.

The Consumer Experience (CX) team creates a personalized journey that connects employees to the right benefits, at the right time. From analyzing UX data and implementing science-backed practices into the Benefitsolver® platform, to writing and deploying custom communications, and planning unique-to-organization virtual benefit fair events, the CX team creatively strategizes ways to present your benefits offerings in ways that employees can activate on, all year round.

As experts in the system, the CX team is uniquely positioned to take real data from real employees and activate on it throughout the Benefitsolver platform.

How well do you understand your benefits?

2019

19% 30% 51%

2020

17% 31% 51%

2021

17% 31% 52%

2022

17% 31% 52%

2023

15% 35% 50%

- ☐ I'm a pro ☒ Yep, that's me!
☒ I know where my ID card is

Data from the MyChoice® Recommendation Engine, 2022 Benefits Insights Report

Our solution

Optimizing the Benefitsolver Experience

Across the system, the team performs optimization reviews of multiple channels within the client instance to ensure accuracy, data availability, and ease of user experience. They regularly evaluate:

- Precision of content delivery
- Data integrity
- Sofia interaction enhancements
- Layout optimization
- Navigation improvements
- Uncompromising accessibility
- Document and resource management

Engaging year-round

Reaching employees is no easy task, but Businessolver leverages omni-channel communications in an innovative way, meeting employees where they want to be met. The team uses reporting from our system to review trends in member calls and chats, and proactively recommends updates to the system or processes to help members.

Creating a fully custom benefits journey

For clients who need extra support, our custom communications experts provide consultations and benefits engagement services. Customizing allows us to tailor your communications to be specific to your employees and the outcomes you are driving toward through our data-driven touchpoint campaigns. Customization services include:

- Strategy building
- Graphic design
- System design & build
- User experience design
- Content creation
- Virtual benefits fairs
- Event support and direct mail

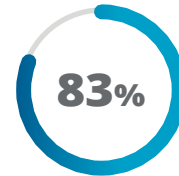


CASE STUDY

Consumer Experience in action

For one government contractor, Businessolver sent **27,500** emails related to their benefits program with a **43%** open rate.

Meanwhile, **41%** of their population logged into Benefitsolver **5 or more times** and 56% opted into SMS reminders.



CASE STUDY

Consumer Experience in action

One of our call center clients used a virtual benefits fair to promote awareness of their 2023 benefits program.

- **83%** of this client's employees visited the virtual experience
- **93%** subsequently completed their enrollment



Market-Leading Benefits Technology +
Innovative, High-Touch Services

businessolver.com

