



3 Important steps for **SUCCESSFUL** employee benefit communication

In the voluntary industry, we're always looking for ways to connect with employees and help them see the value of our products. With that in mind, Trustmark took part in extensive industry research to discover what resonates with employees and what drives purchasing behavior. The research uncovered three critical steps for successful employee benefit communication:

1

Provide a tailored message that appeals to emotion

There's a tendency in the voluntary world to focus on the nuanced details of a policy when communicating with employees. The research found that this actually isn't what they connect with and it isn't what drives enrollment decisions. Instead, it's emotional factors that drive enrollment.

- The most commonly cited reasons for enrolling in benefits are emotional ones, with "it's important to have for peace of mind" being the most common.
- More technical and detail-oriented reasons are rarely cited, as just 13 percent of employees cite the details of their plan as their primary reason for enrollment.

<p>Messages that appeal to employees</p> <ul style="list-style-type: none"> - Appealing to emotions - Driving home a sense of responsibility 	<p>⋮</p>	<p>Messaging that won't impact employees</p> <ul style="list-style-type: none"> - Details - Facts - Figures
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2

Deliver your message through multi-channel communication

It may not come as a surprise, but the research found that you can't communicate with employees just once and expect them to remember what you've told them about their benefits. Once you've crafted an emotion-based message, you need to communicate your message through a variety of channels.

- 72% of employees rate themselves "likely" or "very likely" to recommend their employer based on increased benefits communications.
- Employee engagement, satisfaction, and voluntary product take-up rates are all higher among employees who receive at least three *different* types of benefits communication.

3

Bring it all together with face-to-face interaction at time of enrollment

While communicating prior to enrollment will set the stage for success, adding a face-to-face element at time of enrollment helps to bring it all together. There are so many ways an employee, even with the best communication, can become confused during enrollment and the research found that the addition of one-on-one support yielded significantly stronger results.

- 72% of employees who receive face-to-face communication are satisfied or very satisfied with their employer's benefits program – the highest of any communication method.
- Employees who receive face-to-face communication are 30% more likely to recommend their employers to a friend or family member.

Overall, employees who have one-on-one engagement are more satisfied with their benefits, more likely to recommend their employer, and have higher rates of enrollment in the benefits offered.

**You care.
We listen.**

Contact your Trustmark regional sales representative to learn more about how we can use these strategies to make your next enrollment a success.

Source: Trustmark and Customer Benefits Analytics, "Who Buys Voluntary and Why: 2017 Enrollment Study."

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