

Improve enrollment rates with targeted communications

Trustmark and Selerix Engage



We all want successful enrollments. And, often, the foundation of a successful enrollment is effective employee communication. Employee communication, done right, can:



Educate employees about their benefits and their enrollment



Improve employee satisfaction with their benefits¹



Increase voluntary benefit enrollment rates¹

Master employee communication with Trustmark and Selerix Engage

Trustmark offers a range of pre-enrollment communication tools and strategies to ensure your case's success. We have turnkey processes for building customized campaigns on any case.

Now, we're taking the communication to the next level by combining our resources with Selerix and their Selerix Engage platform.

Selerix

Selerix provides industry-leading, flexible benefit administration solutions. They provide a library of insurer products, easily configured for each case to support employers, brokers and employees through enrollment.

Selerix Engage

Selerix Engage is a stress-free workforce communications suite for brokers and employers. It allows you to effortlessly create customized email and text communications to build meaningful connections with employees.

¹ Trustmark and Customer Benefits Analytics, "Who Buys Voluntary and Why: 2017 Enrollment Study."

Selerix Engage: *All your enrollment needs under one roof*

With Engage, all your enrollment marketing tools and census data are on one easy-to-use, powerful platform. You'll save valuable time and get all the context you need to provide a personalized experience that attracts employees. Best of all, it's all measurable, giving you the insights and data you need to report on results and improve communication year over year.

Branding & Customization

Make your content stand out and feel personal with:

- Company logos
- Branded color schemes
- Templates for communication



Easy Deployment

Remove headaches for your HR teams with:

- Easy content creation
- Powerful scheduling tools – build your campaign and it can run itself

Targeting

Deliver the right message, at the right time:

- Make use of email, text or push notifications
- Target employees with personalized messaging based on things like age, location, enrollment status, benefit elections and more



Valuable insights

Monitor how your communication is performing:

- Measure open and click rates to see how your communications are performing
- Send surveys or quizzes for direct feedback from employees

Get specialized pricing on Selerix Engage for your Trustmark cases – reach out to your Trustmark sales representative for full details and start improving your enrollments.

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