

Communication Matters

As the phrase goes, you can describe a glass of water as either "half empty" or "half full." While both describe the same thing, the way it's portrayed creates two very different impressions.

Communication matters; and whether you're describing a glass of water or a benefits plan, the way you communicate can make all the difference. That's why Trustmark offers effective communication solutions to reach employees and help them understand and appreciate their benefits.

Benefits communication affects employee satisfaction

In many instances, the quality of the communication about a benefits program can have a greater impact on employee satisfaction than the quality of the benefits program.

84% of employees

with programs that have very rich benefits indicated satisfaction in their benefits when they had effective communication.

76% of employees

indicated satisfaction with their not-so-rich benefits when effective communication helped them understand the program.

Quality of communication and benefits satisfaction

Effective Employer Communication

83.6%



Rich Benefits

76.2%



"Not-So-Rich" Benefits

Ineffective Employer Communication

25.7%



Rich Benefits

22.1%



"Not-So-Rich" Benefits

Studies:

40 to 60%
of employees
don't understand
their benefits

Source: Field Service Digital. Effective Employee Drive Financial Results, Watson Wyatt. 2018.



What makes employee benefits satisfaction so important?

71% of employees

would switch employers based on benefit offerings.²

82% of employees

who were satisfied with their benefits also reported being satisfied with their job.¹

¹Employee Benefit Research Institute. Health and Workplace Benefits Survey. 2017.

²"Why Voluntary Benefits Play a Lead Role in Your Employee Retention Strategy." BenefitFocus Blog. 2018.

The Trustmark Solution

Trustmark helps employers reach their employees through effective communication campaigns tailored to their unique employee population. We provide the tools to make sure employees understand their benefits and that employer messaging effectively reaches the workforce.

- **Pre-enrollment campaigns** using a variety of communication methods (ex. posters, flyers, videos, email, microsites)
- **One-on-one engagement** at time of enrollment through face-to-face, telephonic and web-based enrollments
- **Communication on a variety of corporate initiatives** including 401(k) participation, dependent audits or wellness

Along with communication, Trustmark offers valuable voluntary benefit products as well as value-added services that provide a complete benefits solution.

Voluntary benefit products:

Universal Life, LifeEvents and Life + Care

Paycheck Protect

Hospital StayPay

Critical HealthEvents

Accident insurance

Value-added services:

- Seamless payroll deduction and remittance
- ACH billing capabilities that save employers time and resources
- Ability to enroll employees in all health benefits
- Dedicated case implementation team to take care of administrative needs

**Drive a more effective benefits program with employee communication.
For more information, contact your broker or a member from our sales team.
Visit us at TrustmarkVB.com.**



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