



COMMUNICATING THE VALUE OF EMPLOYEE BENEFITS

1. Follow the formula

There are three practices critical to successful communication: well-constructed communications, well-planned communications, and well-timed communications. First, craft a written strategy that includes the goals, objectives and end goal of the communication. Second, make sure it's accessible; employees should have access to a single location for all employee benefits information. Ideally, this is a user-friendly website employees can access anywhere. Finally, execute your communication strategy all year round and in small doses. It's important that employees hear about their benefits often and at relevant times, not just at open enrollment. This three-part strategy will allow communication to flow consistently and effectively.

2. Build incentives for communication

It's no secret benefits communications aren't the next hit blockbuster, but this doesn't mean you cannot entice employees with rewards for consuming them. What employee doesn't appreciate a free lunch? One organization created online quizzes about information included in benefits emails. If employees took the quiz and had a higher score, they were offered a gift card to a favorite restaurant. The result? The open rate for benefits communication emails climbed to 95%, proving that rewarding employees for consuming benefits messages can go a long way.

3. Make it Interesting

Communication strategies should be branded, engaging and simple to understand. Benefits communications should inform employees but also get them excited about working for your company. Keep in mind, communication is not a one-size-fits-all approach; instead, leverage a variety of content in communications – email, print, video, meetings and so on. Don't forget any optional benefits programs offered.

4. Dedicate resources

Certainly, improving benefits communication is worth the effort. After all, you dedicate enormous amounts of time, effort, and resources to providing employees with the best benefits. If you succeed in providing tools that enable fast, effective and convenient access to benefits, you'll position yourself ahead of your competitors. Even better - workers that are more knowledgeable about their benefits dollars will be better engaged and more satisfied.

Communicating employee benefits to your workplace would be an easier task if employees weren't plagued by busy workdays, cluttered inboxes and constant interferences. But we know this isn't the case. The last thing you want your benefit communications to do is add to the clutter and noise that important messages compete with everyday. Contact a Saxon advisor and take the first step to a better communication strategy today.