



Employee Self-Service Education

Self-guided education resources that work

BCI helps improve the employee self-service experience while ensuring that employees understand how to enroll and where to go for important information. Today's diverse employee population needs an equally diverse set of educational resources that conform to different learning styles. Devoting a range of resources to education results in greater employee understanding and participation.

Customer Value

- Seventy-five percent of Generation Y employees want their benefits information on the Internet, while 66 percent of younger baby boomers say the same. ¹
- According to CFO.com, the average cost for HR staff to manually enroll an employee in benefits is \$109.48. The average cost for an employee to enroll online via self-service is \$21.79 - an 80 percent savings.
- Employees cite top reasons for preferring online benefits enrollment as convenience (89 percent) and time savings (85 percent) and good for the environment (78 percent). ²

Advantages

- Prepares employees to take accountability for education and choosing benefits that are right for them
- Offers convenience to enroll anytime
- Helps streamline the enrollment process
- Relieves Human Resources' time by reducing the administrative burden
- Delivers an efficient and cost-effective process
- Assists in the transition to a full employee self-serve environment
- Tracks employee interaction with benefits information
- Increases competency and comfort-level for self-service navigation
- Presents video (embedded or overlaid) and decision tool options
- Creates a one-stop-shop for benefit information
- Directs eligible employees to Medicaid forms
- Provides direction to state and federal Private Marketplace (Exchange)

“ More than 78% of Americans now use the internet – up 152% since 2000 – and 66% have a broadband connection at home.”³ ”

Delivery Options

- Internet/Intranet benefits education, offering 24/7 access
- Video technology featuring recorded tutorials
- Call center co-browsing with trained Benefit Counselors
- Onsite one-on-one meetings with Benefit Counselors to help train employees

¹ Gillespie, Lisa, "Benefits managers move from traditional to innovative communication strategies," Oct. 3, 2011.

² Guardian, "Benefits and Behavior 2011: Spotlight on Enrollment Trends," August 2011.

³ Benz Communications, "Inside Benefits Communication Survey," August 2012.



Contact BCI's Marketing Department to custom design your employee self-service solution.
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