

Dedicated Benefit Representatives



A personal benefit resource for employees

Employee enrollment and new hire onboarding are time-consuming tasks for Human Resources to perform. While staffing is stretched thin, BCI'S Dedicated Benefit Representatives complement internal Human Resources teams to ensure all employees get the individual attention they need.

Customer Value

- Communicating through face-to-face interaction not only improves employees' understanding and appreciation of their benefits, but helps to limit turnover. Companies with high levels of communication effectiveness were 20 percent more likely to report lower turnover rates than their competitors. ¹
- Fifty-four percent of employers who used a benefits consultant "strongly/somewhat agree" that their employees take full advantage of the benefits offered to them. ²

Advantages

- Increases employee engagement, understanding and appreciation
- Provides an efficient method for employees to make benefit elections
- Delivers consistent, branded messaging for all employees
- Relieves Human Resources' time by reducing the administrative burden
- Offers an effective platform for collecting and recording employee data
- Contributes increased employee trust
- Collects and reports employee feedback

“66% of employees say they would prefer to discuss benefit options with an HR representative or benefits consultant.”³

Delivery Options

- Onsite
 - » Provides full-time, outsourced resources to serve as an extension of the customer's internal staff
 - » Acts as the customer's full-time employee, yet their salary and benefits are paid by BCI
 - » Fully trained on customer's benefit program (intensive product, benefit and systems training)
- Representatives' roles vary based on customers' needs and include:
 - » Core benefit and retirement plan communication and education
 - » Annual/ongoing newly eligible enrollment
 - » Employee demographic and status changes
 - » Eligibility tracking
 - » Variable hour employee education

¹Towers Watson, "2005/2006 Communication ROI Study Report," 2006.

^{2,3}Harris Interactive, "Aflac 2011 WorkForces Report," February 2011.

Contact BCI's Marketing Department to see how a Dedicated Benefit Representative can help.
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