

## Onsite One-on-One Meetings



*Objective, face-to-face guidance*

No communications method can match the human connection that comes from a face-to-face meeting. BCI's professional team of Benefit Counselors travels onsite to provide employees a personal enrollment experience. For more than 30 years, BCI has delivered this effective "high touch" communication model to employers. Our Benefit Counselors receive no commissions or incentives; they are trained to serve the best interests of each enrolling employee.

### Customer Value

- Employees prefer one-on-one meetings over other communication methods. <sup>1</sup>
- Nearly half (49 percent) of employees strongly agree they would be more informed about their health insurance choices if an insurance consultant were present during enrollment. <sup>2</sup>
- Individuals who participate in personalized benefits sessions at work tend to take more positive actions like participating and saving more. <sup>3</sup>

**“ 96% of employees who take part in individual benefit counseling sessions say they better understand their benefits.”**

### Advantages

- Increases employee engagement, understanding and appreciation
- Delivers consistent, branded messaging for all employees
- Relieves Human Resources' time by reducing the administrative burden
- Provides a critical forum for employees to ask questions about Health Care Reform and receive immediate, in-depth information
- Creates a personal connection that improves employees' level of trust
- Help employees become more educated health care consumers

<sup>1</sup>The Olinger Group, "Alex Asks: What Employees Think About Your Benefits Communication," August 2013.

<sup>2</sup>Harris Interactive, "Aflac 2011 WorkForces Report," February 2011.

<sup>3</sup>Principal Financial Group, "Face-to-Face Education Drives Better Retirement Savings Behavior" July 12, 2012.

<sup>4</sup>Colonial Life, news release: "Colonial Life Survey Shows Personal Benefits Counseling Improves Understanding," February 2, 2012.

Contact BCI's Marketing Department to find out more about our onsite enrollment solutions.

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