

# Interactive Digital Books



*Custom benefits information at your fingertips*

Technology has changed the face of consumerism. As employees become more tech-savvy, employers have an opportunity to use new media to increase engagement with employees. BCI's communications and tech teams offer creative solutions to meet the needs of an evolving and diverse workforce. BCI materials can be used to meet the needs of the Summary of Benefits and Coverage (SBC) requirements.

## Customer Value

- Reduces hard costs associated with printing and fulfillment - two-thirds of Human Resources and benefits professionals say print and postage costs consume most of their benefits communications budgets.<sup>1</sup>
- Employees value multiple communications about their benefits, using a variety of educational tools and enrollment methods.<sup>2</sup>

## Advantages

- Creates an experience that looks and feels like a book or magazine
- Provides searchable content making it easy for readers to find relevant key words or phrases
- Includes embedded web and email links, video and audio presentations
- Compatible on both Windows and Mac platforms
- iPad, iPhone and mobile compatible
- Engages employees in the benefit decision-making process
- Supports “go green” initiatives
- Allows employers to track employee interactions through reports

## Delivery Options

- Internet/Intranet
- USB
- DVD
- Email
- Text Messaging

<sup>1</sup> Benz Communications, “Inside Benefits Communications Survey Report 2012,” May 2012.

<sup>2</sup> Unum, “Beyond the Usual Benefits: Five-year Trends Point to the Link Between Benefits Education and Business Success,” May 2012.

Contact BCI's Marketing Department for more information about our benefits education services.

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