

## Videos



*Benefits education adapted for visual learners*

We live in a visual culture. Video technology is a cost-effective alternative when direct face-to-face interaction is not. BCI offers custom video solutions precisely designed for the type of messaging, corporate culture and communications needed.

## Customer Value

- Innovative tools - from online video to targeted text messages - can enrich benefits communications efforts and give employees and families new ways to receive and engage with information. <sup>1</sup>
- Employers report that new methods of communication are being used with great success including external social media networking and video or DVD presentations. <sup>2</sup>
- Fifty-five percent of employers say improving the overall effectiveness of benefits communication is “very important,” making it the highest-rated benefits strategy. <sup>3</sup>

## Advantages

- Customized scripting, graphics and imagery to meet customer needs and demographics/culture
- Increases employees’ level of engagement in enrollment process
- Saves Human Resources time in explaining benefits or the enrollment process
- Provides effective guidance in a self-service enrollment environment
- Easily replicated and edited year to year
- All videos are system agnostic, meaning they can be embedded or overlaid on any system
- Provides employee education and assistance on the State and Federal Private Marketplace (Exchange)
- Helps employees make decisions based on the options in the Marketplace (Exchange) vs. the employer’s plan

## Uses

- Benefit education
- Enrollment process guidance
- Benefit changes or reinforcement
- Company policy information
- Corporate messaging and themes like Wellness and Dependent Eligibility Verification
- Human Resources training tools

## Delivery Options

- Embedded video
- Overlay through Content Delivery Network (CDN)
- Voiceover with graphics
- Animation
- Avatars

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

<sup>2,3</sup> Prudential, “Eighth Annual Study of Employee Benefits: Today and Beyond,” September, 2013.

Contact BCI’s Marketing Department to develop your custom video solution.

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