

Improving Benefits Communication



Only 34% - 47% of employees (depending on the benefit) feel that their employers communicate about their benefits **“very well.”**



Employees’ top suggestions to improve benefits communications are for employers to provide information that is **easier to understand, offers recommendations, and provides opportunities to ask questions** of the carrier providing the benefits.



Older employees are particularly likely to be looking for information that is **easier to understand** and information that is **specifically applicable to them.**

Millennials are especially likely to be looking for **recommendations.**

HOW CAN YOUR EMPLOYER BETTER COMMUNICATE EMPLOYEE BENEFITS TO YOU?



Information that is easier to understand

39%



Recommendations/guidance on coverage amounts and options

29%



Opportunities to discuss/ask questions with company providing the benefit

29%



More materials

24%



Information that is specific/applicable to me

24%



More frequent communications

23%



Opportunities to discuss/ask questions with my HR dept

22%



Spread enrollment out over the course of the year for the different benefits

17%



Provide information in a different format

17%

Based on employees who say their employers communicate benefits “somewhat well” or “not well at all.”