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GIVE YOUR REMOTE EMPLOYEES A

Benefits Enrollment Experience That *Stands Out*



With a larger remote workforce and continued social distancing, many benefits managers understand that traditional in-person enrollment processes may not work this season. Faced with offering your employees a modified or completely virtual open enrollment experience, you may be wondering:

“How can my business ensure our remote employees are prepared to make their best benefits decisions?”

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RenaissanceWorksforYou.com

Use These 5 Virtual Strategies To Effectively Engage And Educate Remote Employees:

- 1. Text Messages or Push Notifications.** With open rates as high as 98%¹, why not leverage the power of texting to deliver employee benefits communications? Short to-the-point texts containing relevant and time-sensitive information are great ways to get employees to act swiftly.
- 2. Benefits Videos.** A series of engaging videos will help you consistently communicate existing benefits, new offerings and why it's important to take action. Employees can view them whenever and wherever they'd like. These videos can be used during open enrollment and throughout the year for on-boarding new employees.
- 3. Virtual Benefits Fair.** Don't hesitate to move your in-person benefits fair online. A virtual event can be a combination of recorded on-demand webinars and live events, like virtual information booths or Q&A sessions. Because employees can access the fair from anywhere, family members and spouses can also join and help make enrollment decisions.
- 4. On-Line Group Enrollment Meetings.** Virtual group enrollment meetings can take the place of in-person sessions via a variety of online media like Zoom, Skype or Microsoft Teams. The meetings can include small groups or be one-on-ones for confidential communications with a specialist about benefits that pertain to employees' personal situations.
- 5. Centralized Information Hub for Benefits Resources.** Whether it's a microsite, a website portal or on your company's intranet, it's important to offer a "one-stop shop" where employees and families can easily locate information about their benefits and take action. This central hub can house benefit summaries, claim forms, provider directories and direct links to insurance carriers, as well as plan information, so they can choose the right benefits for them and their families.

¹ Connecting with text: The shift to landline and toll-free business texting AT&T Market Survey – January 2016

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