

Maximize Employee Engagement This Open Enrollment

Open Enrollment is just around the corner, so start checking off your to-do list and engaging your employees.



A DEFINED GOAL

- What are you hoping to accomplish?**
 - Increase enrollment rates?
 - Revive stale benefits materials?
 - Introduce a new program or enhancement?
 - Align benefits with company culture and values?



TAILORED MESSAGING TO EMPLOYEE'S NEEDS AND/OR INTERESTS

- Consider segmentation and personalization based on employee demographics and/or life stage:**
 - Retirees
 - Employment classification
 - Dependents



KEY MESSAGES, CHANNELS, AND TIMELINES

- What's new and/or different?**
 - Any changes to plan design, benefit providers, rates?
- Identify communication channels**
 - Print, email, video, text, website, virtual meetings, in-person events, and more!
- Develop communication timelines to reach employees**
 - Create a plan of when each communication will be delivered and key dates employees need to know.
- Include compelling content that:**
 - Illustrates the value of benefits.
 - Encourages employees to take action.





FUN!

- Consider adding:**
 - Gamification
 - Quizzes
 - Polls
 - Prizes/Incentives
 - Lunch and Learns
 - Employee testimonials



SUPPORT RESOURCES

- Contact information
- HR Dept office hours
- Q&A sessions
- Webinars
- Benefit Fairs



EVALUATE AS YOU GO AND PLAN AHEAD

- Be sure to record your starting place so you have something to compare to.
- How can you measure the success of your communications plan?
 - What analytics can you track?
 - » Enrollment rates
 - » Email open clicks
 - » Website page visits
 - » Employee feedback
- Did you reach your target goal(s)?

We hope you have everything you need to empower your employees to make the best decisions for their health, happiness, personal and professional well-being.

YOU'VE GOT THIS!

If you'd like to learn more, please contact:

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