



## CASE STUDY

# How bswift's Multi-Purpose Benefits Communication Strategy Boosted Enrollment, Saved Money, and Gave HR Time Back

### CLIENT INDUSTRY

Engineering & Construction



### ABOUT THE CLIENT

- Fortune 500 company
- 10,000+ eligible employees
- Valued bswift client since 2019

### bswift Communications Services Provided

- Ask Emma™ AI chat
- Branded private microsite
- Email campaign
- Enrollment guides
- Home mailers
- Leader, HR, and Manager emails and FAQs
- Postcards
- Videos
- Text messages
- And more

## The Employee Benefits Communication Challenge

This client recently realigned their compensation and benefits package to better reflect their new well-being philosophy. They grouped hard and soft benefits into four broad categories so that employees could more easily understand their coverage.

The primary goal was to communicate this new structure to a diverse workforce including both those in offices with regular computer access and those working in the field with limited or no computer access.

This challenge demanded a communication strategy that could effectively reach all employees wherever they were. And annual enrollment needed to leave employees with a long-term favorable impression of their benefits resources, tools, and information.

The diverse and varying needs of the company's employee groups made for an interesting challenge. The client sought our expertise in developing a comprehensive communication plan to ensure the message was communicated effectively to all groups.

### Priorities & Challenges

- Develop strategic, integrated messaging to align with and reinforce 360 Wellbeing - Physical, Financial, Mental, and Social well-being pillars.
- Deliver an employee-centered experience, including relevant and timely personalized communication.
- Support successful transition to bswift platform, ensure positive annual enrollment experience, and create long-term favorable impression of benefits resources, tools, and information.
- Communicate to diverse workforce with varying levels of computer access.
- Reach each employee group with an all-of-the-above communication plan.



Over the past 4 years, passive enrollment increased more than

**10%**

### Solution

- Omnichannel communication strategy crafted to reach diverse employee populations.
- New well-being brand developed by bswift's Communication Agency.
- Creative approach reflective of diverse employee population.
- Branded microsite developed with consistent visual identity for all employee segments.
- Enrollment materials refreshed and consolidated to reduce complexity.
- Text messaging used for key enrollment details and deadlines.

### Results

- Passive enrollments increased from 58% to 69%.
- Self-service enrollment through bswift platform jumped 6.5%.
- Email open and click-through rates beat all benchmarks.
- Guide consolidation reduced print load by 25%, freeing HR for other tasks.

## bswift's Benefits Communication Strategy: A Comprehensive Approach

bswift's Communications Agency developed a comprehensive communication strategy that could reach all employee segments wherever they were. The strategy included multiple communication channels, including:

- Branded microsite
- Emails
- Videos
- Enrollment posters
- Message board content
- And more

Field-based employees were also reached through:

- Postcards
- Home mailers
- Onsite HR content
- And more

bswift's Communication Agency worked with the client to design a front-end branded microsite that has a consistent visual identity across employee segments. The same visual identity was carried through on enrollment materials. We also took advantage of opportunities to consolidate or eliminate various enrollment guides, which reduced fees and allowed room in the budget for other enrollment communications.

Additionally, SMS text messaging was added to the strategy. While not part of the client's previous enrollment communication strategy, it proved to be an effective way to communicate important enrollment details and deadlines.

Self-service enrollment jumped by **6.5%**

Enrollment guide production reduced by **25%**



## Achieving Results: Boosting Enrollment & Saving Money

Our work significantly improved the employee benefits enrollment process. Completed enrollments rose from 58% to nearly 69% over four cycles—particularly notable because these enrollments are passive.

Our cascaded approach to employee communication ensured that their workforce was well-prepared for change. It provided employees with the most useful and relevant information necessary at every stage of the process.

As a result, employees were equipped to easily adapt to the change and make informed decisions about their benefits. Our efforts resulted in online enrollments jumping more than 6.5%, demonstrating that employees found the process more user-friendly and intuitive. Our email campaigns hit the mark and beyond, with open rates that beat general marketing and bswift benchmark rates. The 2023 'Get Ready' email had an open rate that beat marketing benchmarks by more than 15%. The 'Enrollment Is Open' email for 2022 was 19% higher than bswift benchmarks.

To top that, click-through rates were also higher than benchmark rates.

We also helped the client reduce the number of necessary enrollment guides by 25%. This, of course, increased efficiency and freed HR staff to focus on other priorities.

Overall, our team streamlined enrollment and created an easier way for employees to access their benefits. We're proud of that progress, and we look forward to collaborating with other clients to help improve their benefits enrollment processes also.

### **We're here to help!**

Ask us anything or arrange for a consultation.