The Winning Annual Enrollment Trifecta

EMPLOYEE COMMS, AI, & THE HUMAN TOUCH

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Annual Enrollment Comms

BECAUSE BENEFITS SHOULDN'T BE A MYSTERY

Annual Enrollment isn't just a logistical hurdle - effective communication directly impacts how employees understand and engage with their benefits.

BENEFITS COMMUNICATION IS A YEAR-ROUND EFFORT

7 in 10

Employees want to hear from business leaders about their benefits after they've already signed up[1]

HR's Biggest Annual Enrollment Communication Challenges[2]

- 21.05% Competing Priorities
- 27.63% Complicated Content
- 25% Condensed Timeline
- 26.32% Diverse Demographs

THEY'RE MORE THAN JUST "EMPLOYEES"

IT'S A DIVERSE AUDIENCE[3]

17.3M Baby Boomers
Remember rotary phones

42.8M Gen X
Grew up with MTV

49.5M Millennials
Can barely remember life before the Internet

17.1M Gen Z
Think email is outdated

Diverse demographics, beyond just generational differences, impact how employees want to receive AE communications. It's critical to cater to different preferences.

AI IN HR:
The Current Impact on Annual Enrollment

AI is bridging that gap—HR teams are already using it to improve the employee experience in Annual Enrollment.

Where AI is Already Enhancing Annual Enrollment:[2]

58.62% Conversational Experiences (Chatbots/Virtual Assistants)

AI's Impact on Employee Productivity & Satisfaction HR Time & Money

HR leaders are seeing AI boost productivity and employee satisfaction.

72% Increased Employee Satisfaction[4]
AI-powered screening and matching to enhance hiring

66% Improved Employee Productivity[4]

AI Investment Trends & Future Plans

AI's role in HR is expanding.

Current AI Implementation (Onboarding, L&D):

33% have implemented[5]

Planned AI for Benefits Administration in Next 2 Years:

Nearly 60%[4]

A SEAMLESS ANNUAL ENROLLMENT WITH AI AND REAL PEOPLE

The Current Impact on Annual Enrollment

Mindful AI™

Keeps the Human in HR

bswift's Mindful AI approach delivers impressive results.[7]

92% Quality Rating

9 in 10 customers say bswift customer service reps make things easy.

94% Customer Satisfaction Rating

Mindful AI enhances human capabilities for a more effective and empathetic HR.

The Human Touch in AI-Enhanced Annual Enrollment

75% of HR pros say AI will increase the importance of human intelligence.[6]

The Case for AI-Powered Solutions

HR leaders recognize the critical role of AI. They lean on external partners for things like expertise and innovation.

~75% Recognize the importance of AI in HR Solutions for HR/EX[8]

97% Rely External Partners, like bswift, for AI Solutions[8]

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The way benefits are **meant to be**

[1]Redesigning the Employee Experience: Preparing the Workforce for a Transformed World, AMCob, 2021
[2]SHRM webinar-poll, The Winning AE Trifecta: AI, Employee Comms and Human Connection, 2024
[3]Boston analysis of Census Bureau data
[4]Embrace AI-Powered Solutions for HR And Employee Experience, a commissioned study conducted by Forrester Consulting on behalf of bswift, 2024
[5]Gartner, Top Strategic Technology Trends for 2024
[6]Talent Trends, Artificial Intelligence in HR, SHRM, 2024

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