

Unlocking the Power of Employee Benefits

FORRESTER®

A FORRESTER CONSULTING THOUGHT LEADERSHIP PAPER COMMISSIONED BY BSWIFT, MAY 2023

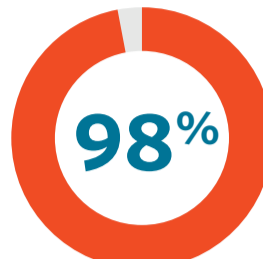
Employee benefits are key to attracting, engaging, and retaining top talent.



But **71%** of HR professionals say benefits often go underutilized.

The Underutilization Gap

Benefits should work for you, not against you.



Most HR pros face at least one challenge.

THERE ARE SOLUTIONS

Here's what we know.



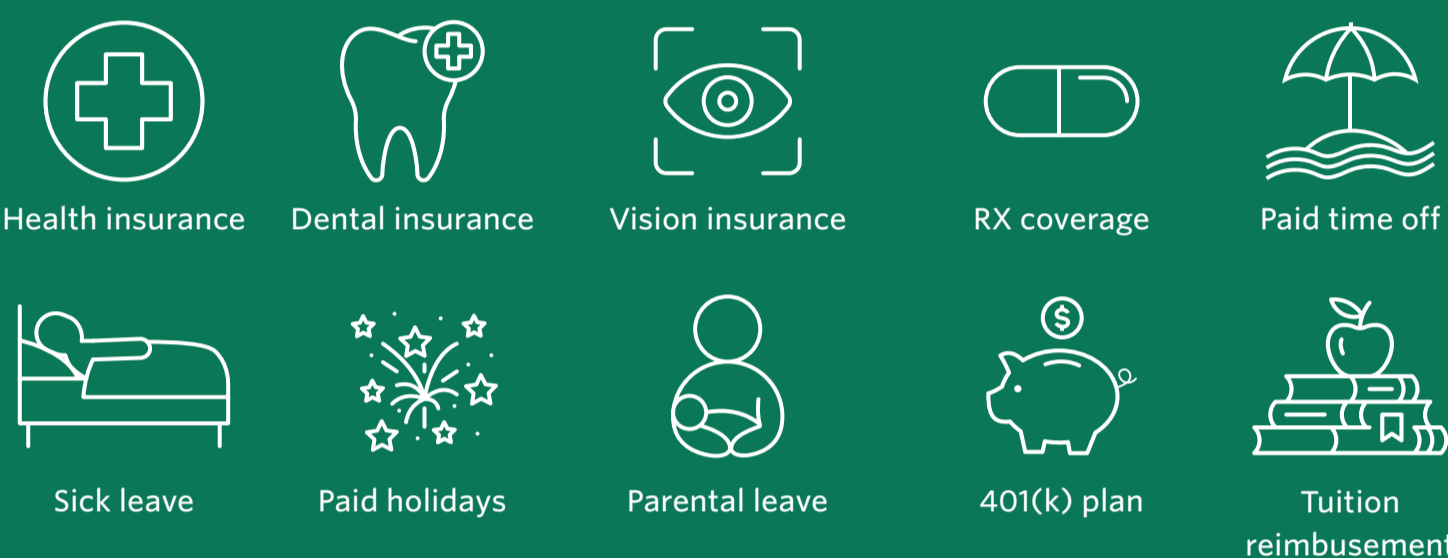
71% Employees are unaware of all their benefit options



66% Employees are uninterested in many supplemental benefits

Benefits Education is the Key

TOP 10 MOST OFFERED BENEFITS



Benefits can improve employee experience and retention... But only if they know about them.

Boosting Benefits IQ: 6 Ways to Drive Engagement

- 1 Provide clear, concise info
- 2 Offer a variety of benefits
- 3 Make benefits easy to use
- 4 Communicate regularly
- 5 Offer educational resources
- 6 Conduct surveys & interviews

Tech: The Benefits Game Changer

Leadership is on board to boost benefits accessibility.



The most important benefits platform capabilities leaders want.

- ✓ Integration
- ✓ Ease of use

ENTER EMMA™

Emma's AI Capabilities Reduce Burden on Benefits Teams*



87% Questions Resolved Independently



77% Inquiries Fielded After Hours

Early results from bswift's AI-enhanced tools like the Emma virtual assistant are showing impressive capabilities in resolving questions and fielding client inquiries without human assistance.



* Ask Emma Usage & Outcomes Metrics analysis from 2022 plan year

The Benefits Boost: Realizing the Full Potential



It's Time to Close the Benefits Gap

Download *Beyond Benefits: Why Employee Benefit Engagement Is Vital to Your Business* now to unlock more insights and strategies.

DOWNLOAD FREE INSIGHTS

