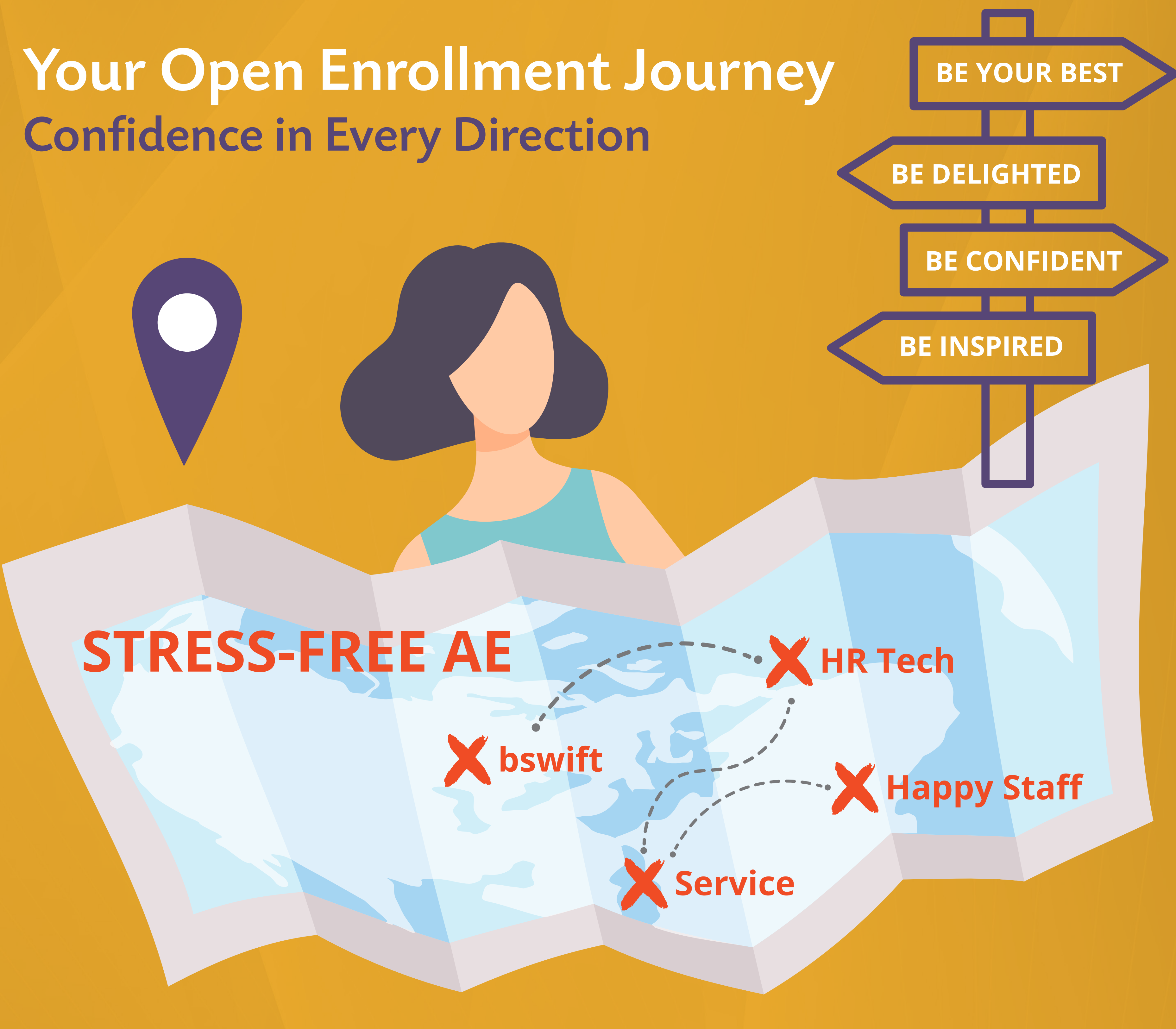


CLIENT SERVICE EXCELLENCE

Your Open Enrollment Journey

Confidence in Every Direction



3.3M

employees enrolled
empowered to make
better benefits choices

16M

lives
touched

65k+

enrolled on a
phone or tablet
through our top-rated
mobile app

100%

of enrollments
followed a consistent
project plan
& process

*Consistency and
efficiency
are what set us apart.*

7

key project
checkpoints
ensured healthy
progress,
clear communication
and strong visibility

12

new employers
supported by
effortless OE

PRODUCT INNOVATION

Mindful AI® + Emma™

Smarter. Faster. Better.

Your Co-Pilot for a Seamless Open Enrollment



98%

self-service enrollments.

Emma makes it easy!

81%

received a recommendation.

Emma EnrollPro™ empowers employees
with personalized guidance.

100k+

unique Emma Chat sessions.

73%

questions resolved right away.

Emma is smarter than ever,
guiding employees with confidence.

No Prior
Voluntary Benefits
Enrollment

200%

More likely
to enroll

Already Enrolled in
Voluntary Benefits

50%

More likely
to add

Emma EnrollPro
inspires
employees
to act

SERVICE CENTER EFFICIENCY

A Dedicated Service Team That Gets It Done.

Real People. Real Results.
Confidence Delivered.



97%
Customer Satisfaction
Rate (CSAT)



120k
interactions handled
with care



15%
reduction in calls
thanks to AI tech,
simplifying the
employee experience



84%
of calls answered
in under 30 seconds

Let bswift be your guide.

bswift®

The way benefits are meant to be

bswift.com

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