



PERSONALIZATION &  
ENGAGEMENT ENGINE

# Personalized Engagement. Proven Impact.

You invest so much in the great benefits you offer. Let's make sure your employees make the most of every opportunity.

Enter **bswift's Personalization & Engagement Engine**—where empowerment meets action. This powerful digital communications and benefits engagement platform connects employees with what they need at just the right moments.

Using data-driven personalization, along with predictive analytics and behavioral science, we're igniting employee engagement across each phase of their personal and professional lives.

- Personalized, next-best-action journeys
- Reward and incentive-based gamification
- On-the-go access to benefits and incentive activities via mobile app

Now you can systematically deliver smarter, more relevant communications to promote healthier habits, optimize benefit utilization—and maximize employee satisfaction.

HERE'S THE  
BOTTOM LINE

Employees thrive and  
everyone reaps the rewards.

## Engagement that drives real outcomes.

- **78%** registration rate of high cost claimant users\*
- **53%** registration rate of risk users\*
- **3x** gaps in care completions per user with incentives\*
- **12%** increase in annual screenings\*

\* Book of business data



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# How It Works

## OUR PROCESS

### 1 STRATEGIZE



First, we'll partner with you to deliver a solution that aligns with your benefits strategy and supports your goals. Just tell us the benefits you want to promote and the outcomes you're trying to achieve, and we'll take it from there.

### 2 BUILD



The communications engine gets to work, creating composite profiles for each employee. It works by drawing on all available data points, including medical claims, pharmacy, vendor activity, HRIS, enrollment, location, and more. From there, it generates segments for highly precise, targeted messaging.

### 3 DEPLOY

**Now, it's go time!** Personalized journeys guide employees toward their next-best-step action. Our behavioral science experts have spent years curating and fine-tuning content campaigns across a wide range of benefit topics. From financial wellness to chronic condition management, we ensure every message hits home—and drives real results.



**"Let's get you set up with a primary care doctor."**

**"Your HSA can pay for your recent pharmacy expense."**

**"It's time to schedule your colonoscopy."**

### 4 OPTIMIZE

The learning never stops—with every campaign our system sharpens its approach, adapting audiences and content to what works best, like switching from an "authoritative" tone to a "loss aversion" style across the campaign level.



AUTHORITY MESSAGING

**"Research shows that..."**

PIVOT TO

LOSS AVERSION

**"Don't let a delay cause..."**

**Make every interaction count.**

Let's supercharge your benefits engagement strategy!

Schedule your  
**free demo today.**

