

Benefits Communication Survey Results

February 2016

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Main Goals of Benefits Communications*	Public Employer	Multi - employer	Corporation	Overall
Helping participants understand and better use their benefits (i.e. what benefits they have and how they work)	89.7%	85.9%	91.7%	88.9%
Helping participants make smarter personal health and/or finance decisions (i.e. wellness and financial literacy education)	37.2%	49.3%	56.2%	49.0%
Getting individuals to understand the value of benefits (i.e. to improve attraction, retention, morale etc.)	57.7%	42.3%	58.7%	51.6%

*Respondents selected up to three options.

Benefits Communication Occupying the Most Time*	Public Employer	Multi - employer	Corporation	Overall
Responding to questions received from participants	66.7%	55.6%	52.1%	56.9%
Complying with mandated communications	24.4%	40.8%	47.9%	39.6%
Helping participants understand and better use their benefits (i.e. what benefits they have and how they work)	78.2%	66.9%	67.8%	69.8%
Getting individuals to understand the value of benefits (i.e. to improve attraction, retention, morale etc.)	34.6%	33.8%	43.8%	37.5%

*Respondents selected up to three options.

Benefits Communication Priority Level*	Public Employer	Multi - employer	Corporation	Overall
Very high - focus a lot of energy and resources on benefit communication efforts making sure participants understand their benefits	35.9%	28.9%	23.1%	28.4%
Somewhat high	32.1%	40.8%	33.9%	36.4%
Medium	26.9%	22.5%	29.8%	26.1%
Somewhat low	3.8%	5.6%	11.6%	7.3%
Very low - focus very little energy and resources on benefit communication efforts	1.3%	2.1%	1.7%	1.8%

*Respondents selected up to three options.

Top Challenges of Benefits Communication*	Public Employer	Multi - employer	Corporation	Overall
Participants do not open/read the communication materials	79.5%	80.3%	81.0%	80.4%
Participants do not understand benefits/communication materials	48.7%	56.3%	39.7%	48.7%
Participants do not perceive value in their benefits	25.6%	30.3%	33.9%	30.5%

*Respondents selected up to three options.

Participants Benefits Understanding	Public Employer	Multi - employer	Corporation	Overall
Very high - most participants understand their benefits very well	3.8%	0.7%	5.0%	2.9%
Somewhat high	17.9%	15.5%	16.5%	16.4%
Medium	61.5%	54.2%	57.9%	57.2%
Somewhat low	16.7%	27.5%	18.2%	21.7%
Very low - most participants have little to no understanding of the benefits available to them	0.0%	2.1%	2.5%	1.8%

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Benefits Communication Strategies	Have used/done	Success rate*
Communicating to multiple generations	49.6%	73.4%
Communicating in multiple languages	30.5%	73.5%
Communicating by life stage	40.8%	81.3%
Gathering feedback to determine participant needs (i.e., participant surveys and focus groups)	54.5%	64.6%
Leveraging word-of-mouth via stewards, champions and/or peers on-site	63.3%	74.5%
Measuring the effectiveness of communication efforts	42.8%	63.9%
Methods to get participants to initially open/look at materials	58.1%	41.8%
Simplifying complicated benefits content	85.3%	72.4%
Year-round communication instead of primarily during enrollment	72.7%	78.5%

*Success rate equals the number of success cases divided by the total Organizations not knowing or not using the communication method are not included

Benefits Communication Topics	Have used/done	Success rate*
Financial literacy education (i.e. education on saving, budgeting, compounding, etc.)	49.6%	73.4%
Retirement benefits education (e.g. pension, vesting, loans, etc.)	30.5%	73.5%
Participant investment education	40.8%	81.3%

*Success rate equals the number of success cases divided by the total Organizations not knowing or not using the communication method are not included

Benefit Communication Channels	Have used/done	Success rate*
Print to homes (i.e., snail mail)	88.9%	82.4%
Print distributed on-site	69.2%	79.5%
Internal websites (e.g., intranet)	66.0%	77.0%
External websites (i.e., publicly accessible)	58.1%	74.1%
Email	73.0%	85.6%
Social media (e.g., Facebook, Twitter, Instagram, etc.)	23.2%	56.8%
Games	7.3%	66.7%
Videos	29.3%	70.4%
Texts	10.6%	53.8%
Robocalls	9.4%	70.6%

*Success rate equals the number of success cases divided by the total Organizations not knowing or not using the communication method are not included