

4 HUMAN RESOURCE TIPS FOR IMPROVING YOUR BENEFITS COMMUNICATION

Having a strategic benefits communication plan will help your employees understand the full value of your company-sponsored benefits, as well as fuel job satisfaction and productivity. By adopting a solid benefit communications plan, HR organizations will:

- Quickly customize messages and distribute information to the right groups of people.
- Engage the workforce in a timely fashion, just in time with reminders on required actions.
- Streamline cumbersome processes such as getting critical receipt confirmations, efficiently gathering feedback, or answering questions.
- Save time for everyone involved.

But with HR's ever-increasing responsibilities, keeping your workforce informed isn't always easy. Here are 4 tips that will help you build an effective communications plan.

1

DEVELOP A COMPREHENSIVE COMMUNICATIONS PLAN

Start by identifying your key audiences — your full-time, part-time, field-based, and remote employees. Next, develop key messages for each audience. Effective communications work best when they are clear, specific, and easy-to-understand. Just as important, make sure your messages are helpful, and tell employees where to find benefit and enrollment information.

2

DISTRIBUTE MESSAGES EARLY AND OFTEN

- Set expectations early by sending out frequent timeline notices and pending changes to plans, so employees will be ready and can start planning.
- The needs of employees change throughout the year — new employees enter the workforce, personal situations change, older employees retire. Year-round messages and reminders give employees the access and prompts they need to make necessary changes throughout the year.

3

CHOOSE THE BEST COMMUNICATION CHANNELS FOR YOUR AUDIENCES

What channels do you use to communicate in your company? Take inventory of all the channels and determine the best ways to reach every employee or their preferred methods. Multiple touch points work best in benefits communication, so be sure to inventory all methods available.

DEPLOY A MOBILE APP FOR BETTER COMMUNICATIONS

Give employees easy access to your important announcements around plan changes and open enrollment dates with an employee app. Employees will have relevant information in one place instead of having to dig through multiple channels. Plus, you can tailor messages for different groups in various regions who may have different benefit plans.

4

REACHING YOUR NON-DESK WORKERS

Having employees in dispersed locations complicates benefits communication — especially for large employers. Because job functions and locations vary greatly, select communications channels that will enable you to reach all employees. Your office-based employees will have instant access, but your deskless employees in hospitals, retail locations, or warehouses, for example, won't.

To communicate with these hard-to-reach employees, leverage mobile technology to directly communicate benefits changes and open enrollment announcements, and to receive important confirmations or conduct polls & surveys.

ABOUT LIMEADE

Limeade integrates well-being, engagement, inclusion and communications software into one seamless experience that brings workplace culture to life and inspires a strong connection between employees and companies. With Limeade, employees reconnect to what motivates them at work, which boosts engagement and gives companies the business results they want. Recognized for its own award-winning culture, Limeade is helping the world's best companies change the way they work.