

# Open enrollment: 4 ways to leave no employee behind



Normally, when it comes to benefits open enrollment, employees struggle to fully understand their choices and deadlines. With more people working in flexible, hybrid and remote working environments today, communicating benefits information is more challenging than ever.

Only **51%** of employees who are eligible for benefits participate<sup>1</sup> and **35%** report they don't fully understand what they enrolled in.<sup>2</sup>

51%

35%

## These four communications strategies can help:

1

### Communicate on multiple fronts and multiple times.

Benefits information can be complicated, so being exposed to it several times and in different formats will help the details stick.



2

### Personalize the message.

Focus on what employees want and need to know, not just what you want to tell them.

3

### Reach employees where they are.

#### In-office employees

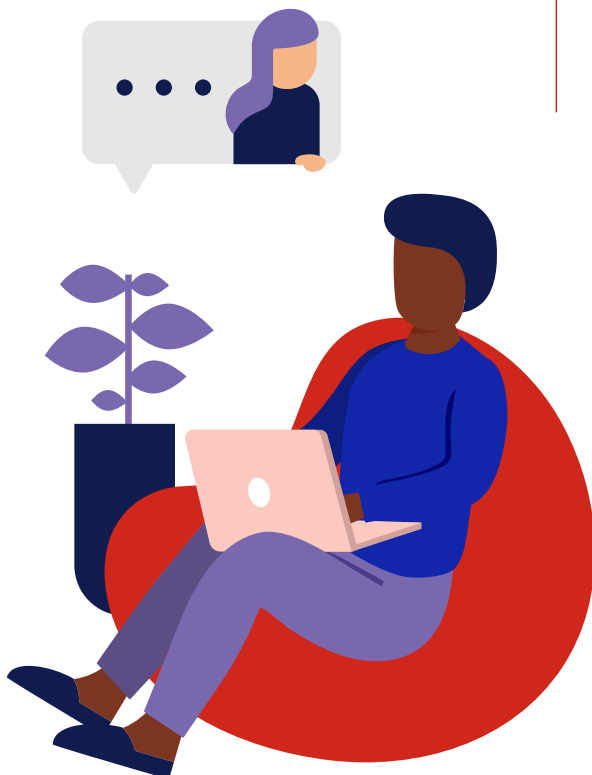
In-office employees working on computers can be sent emails and read information on the employee portal.

#### Manufacturing floor/retail floor

Those working on the manufacturing or retail floor will read bulletin board notices and hard-copy memos.

#### Remote/traveling employees

Field, remote or traveling employees can be reached through a mobile app or text messaging.



4

### Evaluate what worked and what didn't.

When open enrollment is over, assess the effectiveness of your efforts.

**Measure changes** in benefit participation level, survey employees for feedback, and track measurable metrics such as email open rate, video or page views, etc.

**Document** all elements of your communications to provide a framework for the next open enrollment season.



## ADP can help.

Enhance employee communications and engagement and improve administration efficiencies with automation and mobile solutions through ADP Professional Services.

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