A promising partnership

Our industry expertise will help simplify the entire enrollment process for your business. Together, we'll give your employees all the advantages they need to get the most out of their benefits.

Colonial Voluntary Benefits℠
The benefits of good hard work.®





Enrollment that's built for you



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Simple, modern and personal enrollment

Benefits are complicated, but your enrollment shouldn't be. We'll be there year-round to educate, advise and enroll your employees, and we'll communicate with them in the ways they prefer.

Let's start by determining the right approach for your business.

How well do your employees understand the value of their benefits?

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

How well do you want them to understand?

1 — 2 — 3 — 4 — 5 — 6 — 7 — 8 — 9 — 10

What key messages do you want to communicate to your employees?

What are your goals for this enrollment?

EDUCATE

When employees understand their benefits, they are able to make wise decisions about the financial protection they need. Unfortunately, many employees can struggle with enrollment decisions. In fact:

Just 14% of employers say their employees are very knowledgeable about their benefits.[1]

That's why we consider employee education the foundation of a successful enrollment. Through our customized materials and consistent messaging, you can help your employees better understand and appreciate their benefit options.

OUR APPROACH:

We can deliver information through:

- ☐ Email
- ☐ Posters
- ☐ Other_____

Your employees also need to know that you're confident about our involvement in your benefits enrollment. Have them talk with us so we can help determine what benefits work best for them.

☐ I WILL:

Make a personal announcement about our benefits plan and education process to:

- Set the tone
- Establish expectations
- Give my stamp of approval

1 SHRM, "*SHRM Survey Findings: 2016 Strategic Benefits—Assessment and Communication of Benefits*" (2016).

ENROLL & ENGAGE

Connecting people to the benefits that are best for them can be challenging. That's why we'll customize an enrollment experience that works with your technology preferences, work schedules, locations and employees.

OUR ENROLLMENT OPTIONS:

IN-PERSON
In our experience, 1-to-1 benefits counseling sessions offer the most employee engagement and the best opportunity to help your employees understand and appreciate the benefits you provide.

PHONE
Employees speak with a benefit counselor over the phone to walk through their benefit options and the enrollment process. This method is ideal for remote employees and new hires, and is often combined with 1-to-1 benefits counseling sessions.

PAPER
We can administer a traditional paper enrollment, keeping everything organized and alleviating your administrative burdens.

OUR ENGAGEMENT METHOD:

Having your employees actively choose their benefits encourages them to make thoughtful decisions. Our easy-to-use, online scheduling tool improves engagement and enables employees to self-schedule a 1-to-1 session.

☐ I WILL:

- Ask my employees to choose an enrollment session through the online scheduling system.
- Ask my employees to actively say yes or no to their benefit options.

EVALUATE

The enrollment experience is an ongoing process, and so is our relationship with you. We will stay in touch with you throughout the year to make sure your enrollment strategy is up to date.

HERE ARE SOME OF THE WAYS WE'LL STAY CONNECTED:

- **REVIEW**
  We'll offer insight into your employees' benefit selections and discuss what went well.
- **NEW-HIRE STRATEGY**
  We'll ensure your new employees understand their benefit options.
- **FOLLOW-UPS**
  We'll touch base with you to see if you have any questions and make sure your enrollment plan is ready for any upcoming benefit changes.

☐ I WILL:

Have a debrief meeting with my benefits representative on ___/___/___ to:

- Recap the most recent enrollment.
- Discuss plans for communicating benefits to new employees.
- Determine when our next check-in should be.