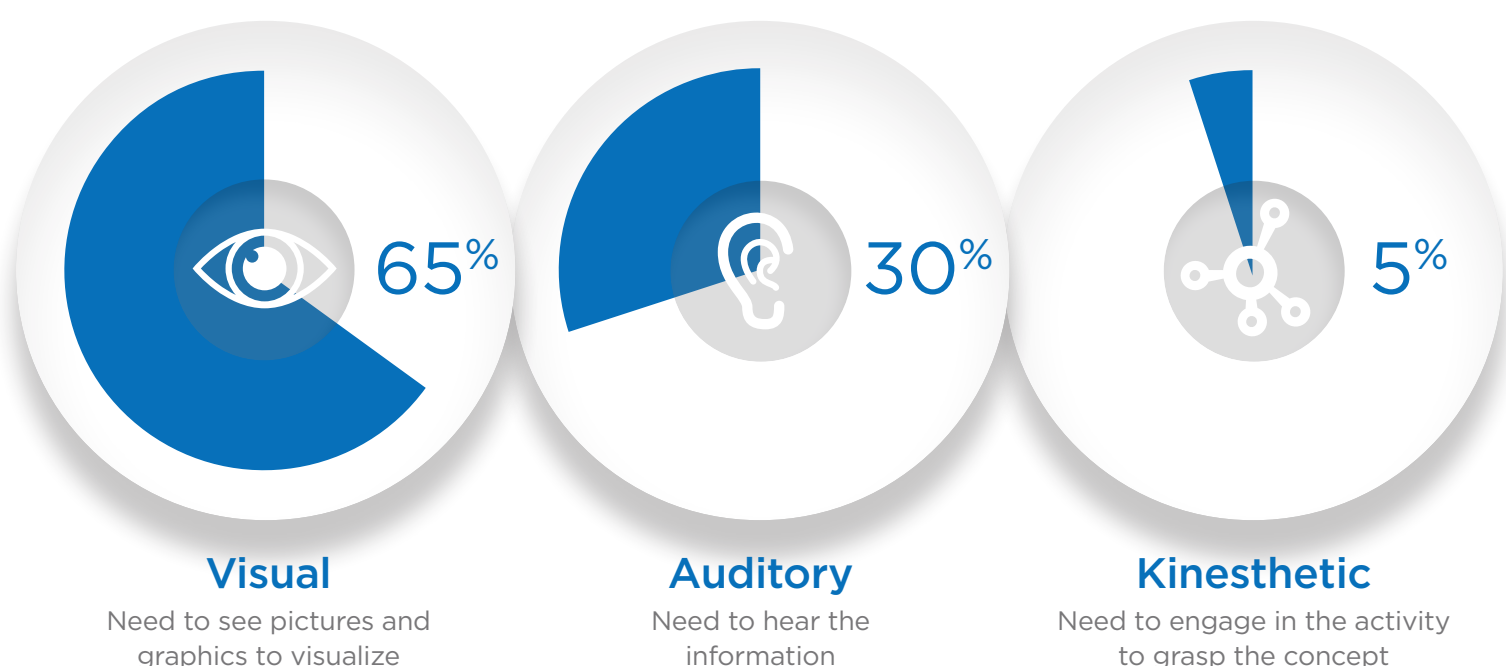


Deconstructing employee benefits communication

Presented by Nationwide®

Consider **different learning styles** when communicating with employees



The top 3 goals of benefit communication¹

- 1 Help participants understand what benefits they have and how they work
- 2 Improve retention and morale by helping individuals understand the value of benefits
- 3 Help participants make smarter decisions about personal health and finances

Top 10 communication channels used²

1. Team meetings
2. Intranet
3. Email newsletters
4. Posters/banners
5. Video/YouTube
6. Display screens
7. Social intranet/ESN
8. Print publications
9. SMS text messaging
10. Company app

Most popular digital tools for communicating with employees³

Employers surveyed indicated that what they were trying to accomplish influenced what communication tool they used.



Email: Driving change and getting things done



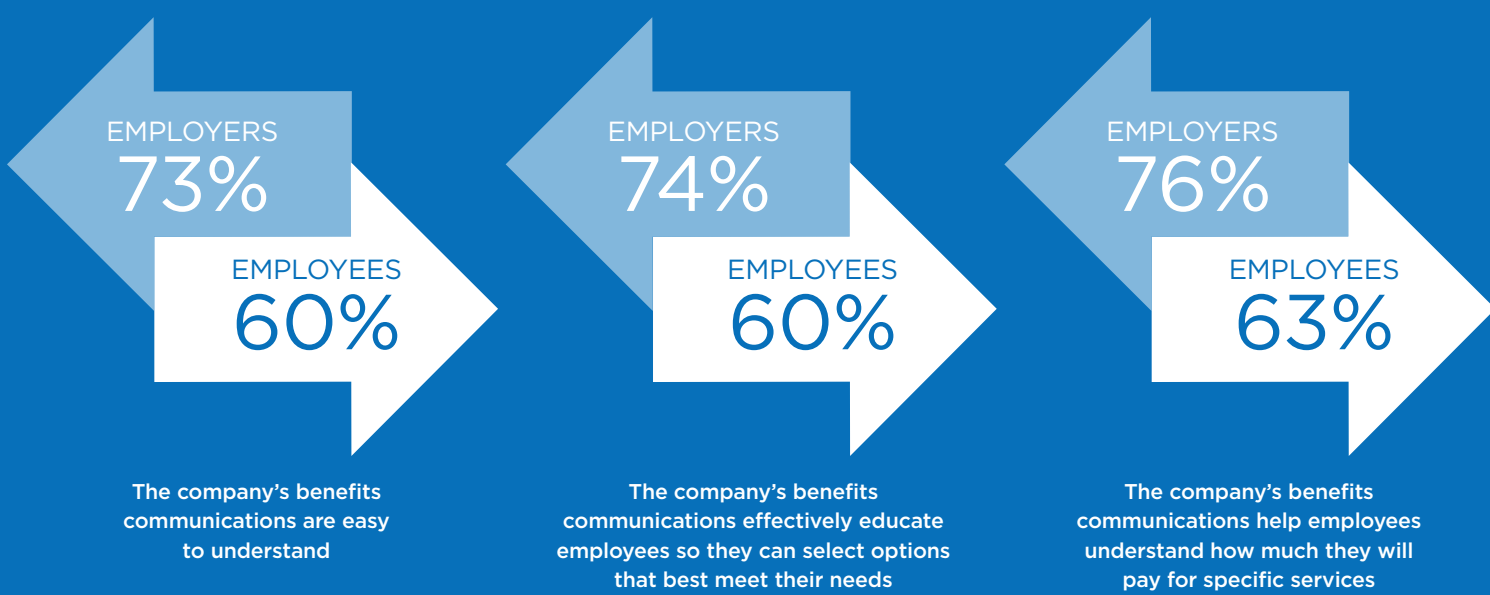
Internal social networking tools: Collaboration and problem solving



Digital signage: Awareness-building

PROBLEMS ENCOUNTERED

While many employers think they offer clear communications about benefits, **most overestimate their impact** on employees:⁴



Things to consider:



Be data driven

If emails going out Friday aren't attracting attention, change it up, but track to see how the changes affect anything



Inform, but don't inundate

Be sensitive to employees' time, and use multiple items to reinforce and remind employees passively



Go year-round

Keep the message going so it stays in the forefront of employees' minds



Work smarter, not harder

Use what you can from people already creating these things



Have a clear call to action

Clearly communicate what employees need to do

Contact your rep for free, easy-to-use communications about Nationwide®, America's #1 pet insurance.

PetsVoluntaryBenefits.com • 855-874-4944

¹ International Federation of Employee Benefit Plans Benefits Communication Survey Results <https://www.ifebp.org/pdf/benefits-communication-survey-results.pdf>

² Hollinger Scott Internal Communications Survey 2017 <http://hollingerscott.com/2017/04/13/internal-communications-survey-2017-communications-channels/>

³ Poppulo Internal Communications Survey 2016 <http://download.poppulo.com/hubfs/Poppulo-Whitepapers/Poppulo-Global-Survey.pdf>

⁴ MetLife's 15th Annual U.S. Employee Benefit Trends Study https://benefittrends.metlife.com/media/1382/2017-ebts-report_0320_exp0518_v2.pdf

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