

BENEFITS & BEYOND



Three enrollment perception gaps...and realities



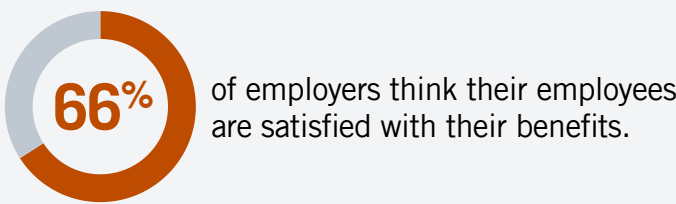
When it comes to benefits programs, employers know they have it under control but employees have other ideas to improve them.

Here are three ways employers can bridge perception gaps in benefits program effectiveness with employee input.

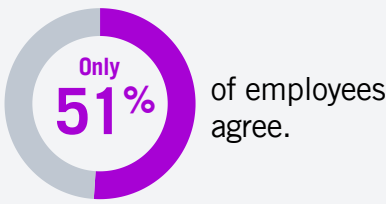
1: GATHER EMPLOYEE FEEDBACK

Benefits satisfaction

Perception:



Reality:



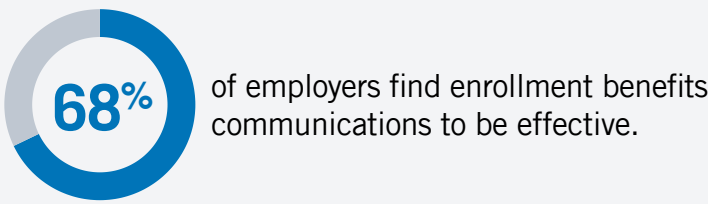
How employers can help employees:

Seeking employee feedback can give them a voice in creating benefits programs that more closely meet their needs.

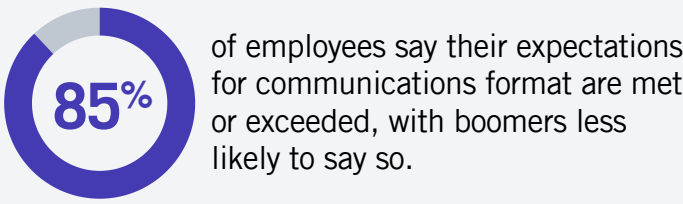
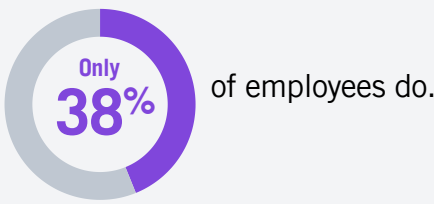
2: IMPROVE THE ENROLLMENT EXPERIENCE

Communications effectiveness and format

Perception:



Reality:



YES

... and different generations have format preferences.

How employers can help employees:

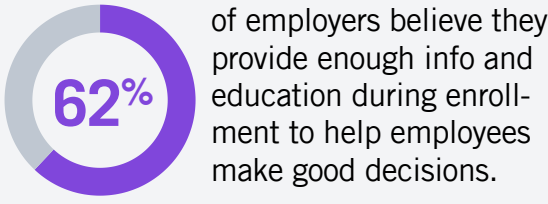
Looking at enrollment communications with a fresh perspective can help gauge how they meet employee needs. Ask:

- Can they be personalized?
- Do they require employees to actively enroll each year vs. letting benefits roll over?

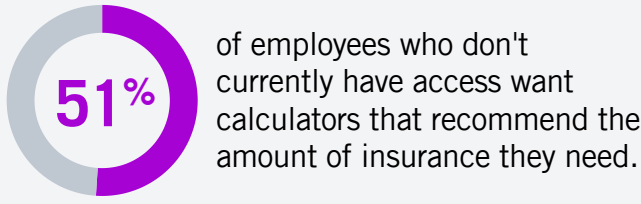
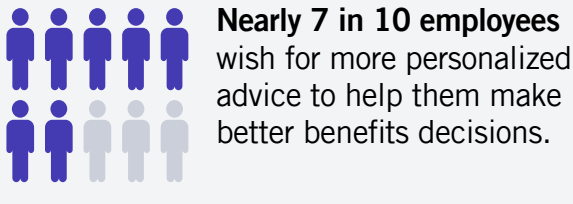
3: CONSIDER TOOLS AND DECISION SUPPORT

Communication personalization options

Perception:



Reality:



How employers can help employees:

- Providing tailored education/decision support tools can help build employee confidence in benefits choices.
- Seeking advice from brokers/carriers and using employee feedback can help refine benefits options.

Find out more about benefits perceptions and realities in *Benefits & Beyond*.

For more information, please contact your Prudential representative.