

# Winning with self-serve voluntary enrollments

Voluntary Benefits

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# Today's speakers



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- When sending questions in the chat, select:  
**To: All panelists**  
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- We will answer questions at the end of the presentation
- All your mics will be muted
- A follow-up survey will pop up when you leave the webinar – please take it!
- The webinar is being recorded and will be made available on-demand
- Slides will also be available for download



**Share your experience!**

# Let's take a poll

**Have you  
personally  
been a part of  
a successful  
self-enrollment?**

**A. Yes, I have**

**B. No, I haven't**

**C. I have been part of a  
self-enrollment, but not a  
successful one**

# A changing workforce

COVID-19 – employers didn't want employees or enrollers on-site



**58%**

of employees have the option to work remotely at least one day a week.

McKinsey and Company. 2022.



**81%**

of consumers say they want more self-service options.

NICE 2022 Digital-First Customer Experience Report.



# The shifting enrollment landscape

## Lingering effects of the pandemic

- A larger paradigm shift to self-service enrollment
- Post-pandemic – embracing the pros of self-service
  - Employers don't have to monitor employees and schedule counselor meetings
  - Self-service enrollment firms can offer technology to help drive engagement and participation
- The economy
  - It's important to be financially protected in uncertain times



# Today's discussion

- When is self-serve the right fit?
- A deep dive on a winning case
- Tips and tricks for successful self-serve enrollment
  - Getting employer buy in
  - Simplifying the program
  - Employee communication
- Dos and don'ts
- Q&A





# Striking a balance

## When and how is self-serve used?

- Self-serve is enrolling on your own without any assistance
- Commonly used on cases with 1,000+ employees
- Considerations:
  - Do the employees fully understand each offering?
  - Are you adding or changing benefits?



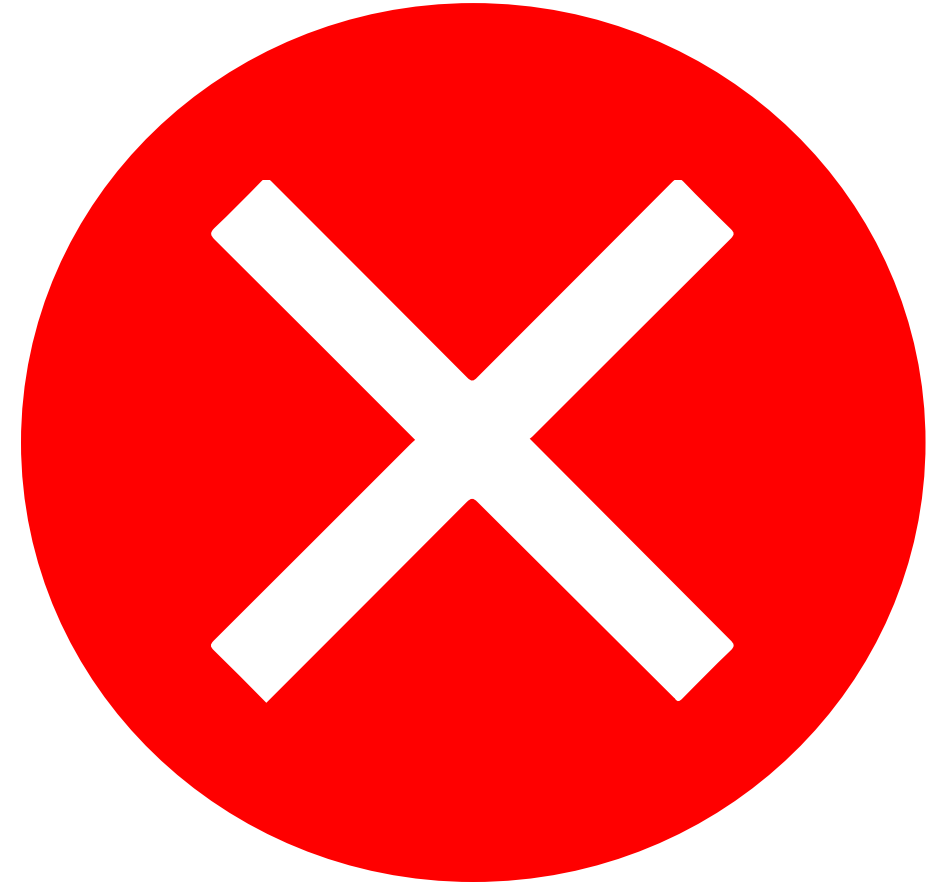
# Signs your case is a good fit for self-serve enrollment

- Client has easy-to-use technology
  - Or is willing to update technology
- Is it a larger group?
- Client is supportive of pre-enrollment communication
- Workforce demographics are digital-savvy
- Product offering is relatively straightforward
- Employer is not changing current benefits or adding new products and programs



# Signs your case is a poor fit for self-serve enrollment

- Many new benefits being introduced, or changes are being made to current benefits
- Dated technology/complicated system for enrollment, paper enrollment
- Resistance to pre-enrollment communication or general lack of employer commitment
- Quick turn-around time required



Note: As a whole, we still believe that one-on-one access is most effective, but these are red flags for a case looking at self-serve.

# Moving forward successfully

## Three key factors needed for a successful self-serve enrollment

1. **Commitment** from all parties to proper benefits education and communication
2. **Simplicity** when it comes to technology, administration, and service
3. **Effective communication** to employees for increased engagement

# 75%

of employees said voluntary benefits motivated them to stay with their employer (compared to 68% in 2020)

# 83%

of HR professionals agree that offering more voluntary benefits help retain talent



# Let's take a poll

What do you think is the biggest factor that limits participation?

**A. Lack of employer commitment**

**B. Unclear communication strategy**

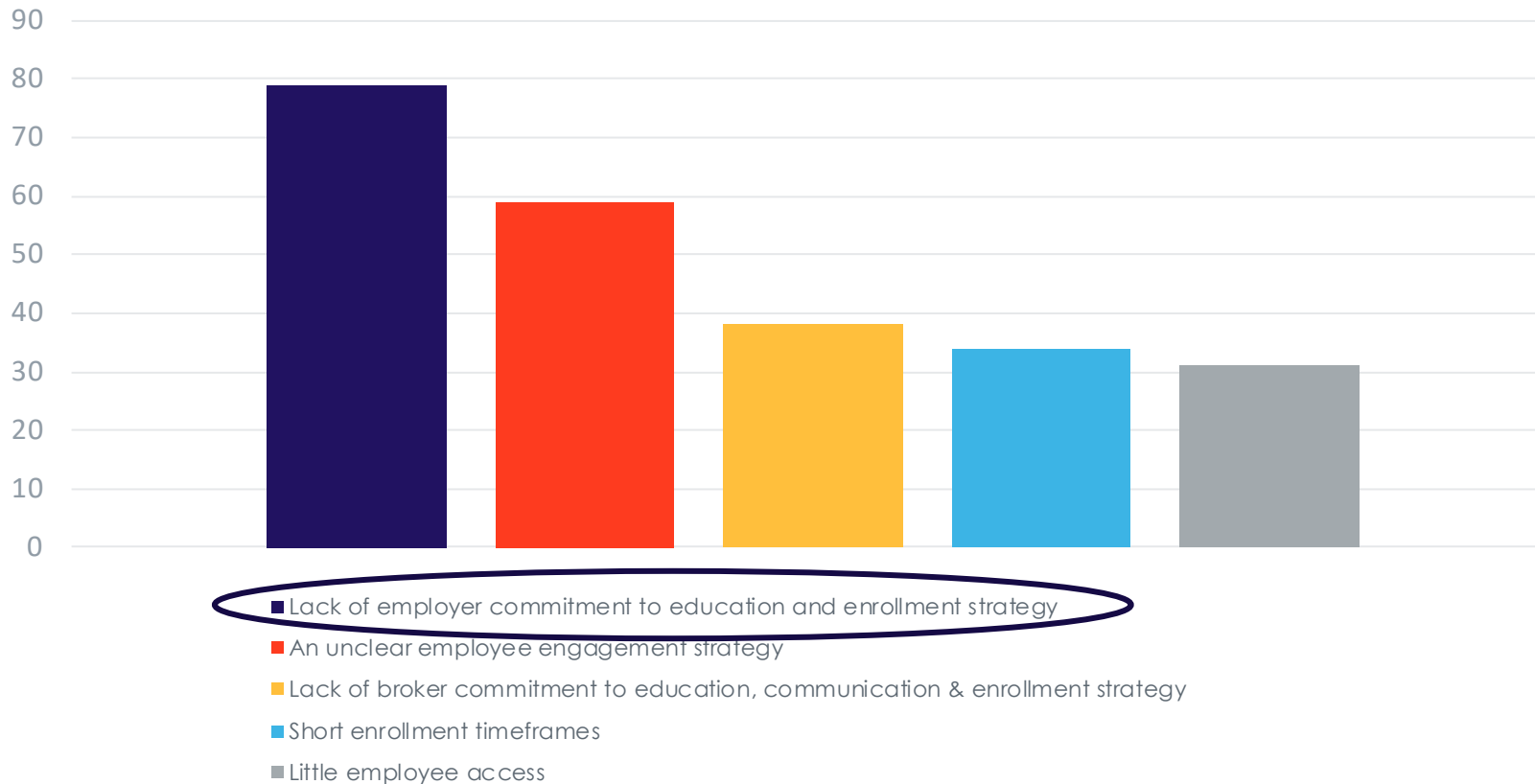
**C. Lack of broker commitment to education, communication, and enrollment**

**D. Short enrollment timelines**

**E. Little employee access**

# Why does employer commitment matter?

Carrier survey – the biggest factors that limit participation are...



\*Percent ages exceed 100% because carriers could choose multiple answers

East bridge Spotlight Report. Voluntary Participation Rates. Oct 2020.

**Key factor #1: Commitment**

# Why does employer commitment matter?

## Let's look at a real-life example

- **The case**
  - Corporate population
  - 400 lives
  - Off-cycle, 2-week enrollment
  - Used Selerix Engage
- **Case results**
  - 26% participation
  - \$125,000 in annual premium
- **Biggest success factors**
  - **Buy-in and commitment from the broker and customer's HR director**
  - Selerix Engage
    - 8-10 email communications
    - Live enrollment data
    - 6 short webinars
    - Customer paid for max GI for executives



# Gaining employer commitment

## Framing the conversation for employers

- Employers are busy people; they want simplicity
- Framing the conversation:
  - Attract and retain top talent with a robust benefits package
  - Stand out with a permanent life solution.
  - Time is money; invest in high participation or you've wasted your time.
  - Liability - make enrollment essential to protect yourself.
  - Guaranteed issue for Universal Life is rare



# Employer objection #1

## I don't have time to communicate with employees

- Turn to the carrier/broker/enrollment to make it easy for you.
- Would an off-cycle enrollment make sense?
  - What does your yearly calendar look like to invest time into this?
  - What products are you offering?

72%

of employees are “likely” or “very likely” to recommend their employer based on increased benefits communications



# Employer objection #2

## I don't want all the information/communication to distract employees

- You need to supply employees with information to make an informed decision
- Repetition is necessary for information to stick and remain top of mind
- Try several shorter communications v.s. one long communication



**Employee engagement, satisfaction, and voluntary product take-up rates are all higher when employees receive at least three different types of benefits communication**

**Key factor #2: Simplicity**



# Simplicity is important to everyone

## What do you, your clients, and employees need for success?

1. Ease of administration
2. Enrollment support
3. Streamlined product offerings



# Simplicity is important to everyone

## What do you, your clients, and employees need for success?

### 1. Ease of administration

- Cumbersome technology complicates enrollment from the get-go
- Needs to be easy to log into
- If benefits can't be built on one system, consider off-cycle to access on one platform

# 2nd

Ease of administration was ranked as the 2<sup>nd</sup> key factor among brokers for recommending a voluntary carrier

# 42%

of brokers look for a carrier that offers technology that easily integrate with employer platforms

# Simplicity is important to everyone

## What do you, your clients, and employees need for success?

### 2. Enrollment support

- Fielding questions and addressing service issues are key to a smooth enrollment
- If you tout an essential enrollment, you need to be ready to answer questions
- Employers need extra support for questions coming in

# 41%

cite service-related issues as their top factor for selecting a carrier

# 3rd

Account service and support was ranked as the 3<sup>rd</sup> key factor among brokers for recommending a voluntary carrier

# 41%

of brokers list “responds to service requests within 24 hours” as a motivating factor for choosing a carrier

# Simplicity is important to everyone

## What do you, your clients, and employees need for success?

### 3. Streamlined product offerings

- Too many products or options will confuse and lose employees
- Try a multi-year strategy vs. introducing several voluntary products at once
- Employees won't log in to waive coverage, especially if they're on two different systems
  - Enroll health products with medical
  - Enroll universal life off-cycle or with other financial wellness benefits

49%

Half of employees don't understand benefits<sup>1</sup>

66%

of employers plan to expand their voluntary benefits offering<sup>2</sup>



# Trustmark's simple solutions

## Technology

- Trustmark Simplink®
- ACH billing

- Simplink allows for easy implementation on your favorite ben admin system
- ACH simplifies the payment process for brokers, employers, and employees

## Enrollment support

- Dedicated customer service team

- Trustmark's service teams include
  - Implementation manager
  - Payroll deduction specialist
  - Technology support
  - In-house marketing team

## Policyholder experience

- New customer journey
- Service rankings

- Upon benefits enrollment, policyholders receive informative email campaign about their benefits
  - Recent third-party research highly rated Trustmark for "ease of doing business" with customer support being a major factor

# Trustmark's simple solutions

## Trustmark group products

- Our group products are designed to be flexible for employers, yet straightforward for employees
- Built to easily integrate with your favorite ben admin systems for streamlined implementation and administration



**Key factor #3: Effective communication**

# Communication is KEY for a self-serve enrollment

## Considerations for effective employee communication

- Emails with a call-to-action
  - Are they being read?
- Enrollment text messages
- Customized microsites, landing pages, and/or brochures
- Back-up call center to field employee questions

80%

of employees never open benefits communication

98%

of consumers open SMS text messages vs. 20% of emails<sup>2</sup>

# Communication is KEY for a self-serve enrollment

## Who answers questions?

- Do questions get filtered to the HR team?
- Otherwise, do we need to provide a team?
- May vary based on:
  - Case size
  - Complexity of the enrollment
  - If they want a one-on-one interaction component



# Communication is KEY for a self-serve enrollment

Try pairing self-service enrollments with these communication methods

- Webinars
- Videos
- Face-to-face communication
- Emails
- Print-outs

3x

Employees who receive at least three different types of benefits communication have **higher engagement, satisfaction and voluntary benefit take-up rates.**



# What does effective employee communication look like in practice?

## Major communication components for a successful self-serve enrollment

- True for small, medium, and large cases
  - Education beyond deployment
  - Consistent, repeated communication
  - Mandatory review language
    - “Essential enrollment”
    - Also helps the employer
    - Gives opportunity to go from “no” to “yes”

# Trustmark's employee communication solutions

## Selerix Engage

- Enrollment communications platform that provides a personalized enrollment experience for employees
- Allows for branding, customization, and targeted messaging
- Easy deployment for HR
- Valuable insights and data to evaluate communication



# Trustmark's employee communication solutions

## Dedicated employee marketing team

- Mission is to drive enrollment participation and educate employees
- Can create customized marketing materials for each enrollment
  - Digital (Microsites and email)
  - Print (Brochures, flyers, etc...)
  - Display (table tents, posters, desk drops)

## Trustmark's enrollment campaign timeline

- **T-minus 4 weeks**  
Order materials. Include specific enrollment instructions (call to action). Add content to benefit guides.
- **T-minus 3 weeks**  
Distribute first set of materials: hang posters, send first email announcement.
- **T-minus 1-2 weeks**  
Send follow-up materials: postcards, stuffers, second email announcement.
- **Enrollment begins: blastoff!**  
Provide third and final enrollment email. Equip benefit counselors with product pieces.
- **PLUS:** If you have a long open enrollment, provide an additional mid-enrollment reminder email.

*Best practices for enrollments vary by case. Talk with your representative about what materials and timeline work best for you.*

# Key takeaways

## To win with self-serve voluntary enrollments, you need:

- Commitment from all parties to proper benefits education and communication
- Simple administration and technology capabilities
- Benefits that are easy to understand and administer
- Effective, frequent employee communication





# THANK YOU



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**We'd love to answer your  
questions!**