

# 7 Essential Things Today's Employees Need from HR

Annual enrollment is fast approaching and 2022 benefits planning season is right behind it. As you head into this very busy HR season, are you in tune with the most pressing needs of your workforce? bswift recently commissioned a study with Forrester Consulting to evaluate the changing benefits needs of employees and the preparedness of employers to adapt to them.

**FORRESTER**

A COMMISSIONED STUDY CONDUCTED BY FORRESTER CONSULTING ON BEHALF OF bswift, MARCH 2021

When asked what they need from their HR teams when it comes to benefits and enrollment over the next 12+ months, employees shared their top priorities with us. Check out our findings below to see the employee initiatives and improvements you may want to prioritize over the next year.

## 1 Make employee support more efficient and effective



## 2 Improve HR's effectiveness and relevance when engaging with employees



The lack of relevance, efficiency and effectiveness can stem from a variety of reasons. Oftentimes, this is due to a lack of adequate time available for HR to meaningfully interact with and assist employees. HR teams can gain time back into their schedules by...



Partnering with a ben admin provider that offers an expert customer service team that takes most employee benefits and enrollment questions off their plate.



Leveraging a ben admin solution that significantly automates or simplifies their administrative tasks, including time-consuming efforts like reporting and analytics.



## 3 Improve benefits education



Another top priority for employees is having their HR team improve and enhance their benefits education program. Here are a few ways you can make this happen:



Freshen up your benefits communications. Rely on a ben admin provider that can support this entire effort from developing a communications strategy for your organization, all the way to executing it.



Partner with a ben admin provider that offers decision support during enrollment that can provide varying degrees of benefits education for employees' unique needs.

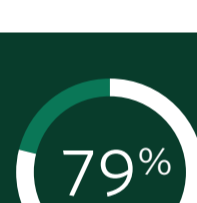


Encourage employees to explore any educational resources built directly into your benefits and enrollment website - and keep encouraging them to visit that resource all year long to drive ongoing education opportunities and benefits awareness.

## 4 Focus efforts on improving employee well-being



## 5 Expand my benefits package



Employees are seeking increased variety in their benefits and more support with improving their well-being. Remember - the concept of "employee wellness" encompasses more than just physical health.



Support the whole employee. Always take financial, physical, and mental health needs into account when developing employee wellness initiatives and building out your benefits package.



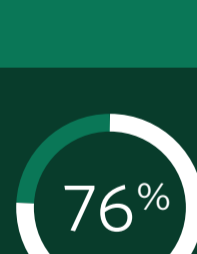
Offer a range of voluntary benefits. This helps to account for the personal needs and priorities each employee has which your other benefits may not be able to address.



Telehealth is here to stay. By investing in coverage for telehealth, employees are more empowered to get the care they need, when they need it.



## 6 Offer relevant and personalized experiences



Employees need their HR teams to go beyond the basics - their benefits and enrollment need to feel less like a one-size-fits all experience and more personalized to their needs. Achieve a more personal experience by...



Leveraging employee data. Your ben admin system has the innate ability to use this data to personalize benefits messaging to make it more actionable and relevant for employees.



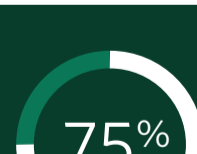
Seamlessly integrating your enrollment platform with your entire benefits ecosystem to ensure a personal and more connected healthcare experience for each employee.



Delivering benefits communications to employees via multiple channels to ensure employers are delivering information and education to each employee in a way they prefer.



## 7 Improve employee-facing websites



Your benefits and enrollment platform is one of the most essential company websites your employees use. Review your platform and request employee feedback to ensure it's...



**INTUITIVE**

Is it easy for employees to navigate?



**EDUCATIONAL**

Does it actively educate employees about their benefits?



**ENGAGING**

Does it keep employees involved and attentive?



**INTEGRATED**

Is it well-connected with your entire HR benefits ecosystem?



**COMPASSIONATE**

Does it interact empathetically with employees?

Check out the full findings from our survey in our study, **Responding to Permanent Pandemic Changes In The Workplace: Solutions For Evolving Employer and Employee Benefits Needs.**

[READ STUDY NOW](#)

Join the conversation! Share your thoughts around our findings with #bswiftStudy2021 on social media.

