

Expansive Study Reveals the

Top 4

Employee Challenges in 2021

Leveraging Your Benefits Strategy to Support 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 those needs. Results exposed that over the past 12+ months, employees are grappling with several new challenges in both their professional and work lives due to the pandemic. Employers can play a key role in helping employees cope with these challenges and significantly improve their daily lives and overall productivity.

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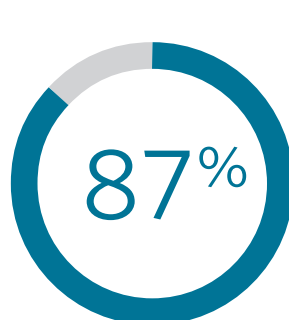
A COMMISSIONED STUDY CONDUCTED BY FORRESTER CONSULTING ON BEHALF OF bswift, MARCH 2021

Here are the top employee challenges and recommendations for leveraging your benefits and enrollment strategy to better support your workforce!



CHALLENGE #1

Preventing burnout



87% of employees found it challenging to prevent themselves from experiencing burnout.

+1/3

Over a third of employees found this more challenging even as they adjusted to the new normal in 2021.

HOW EMPLOYERS CAN HELP:

Prioritize work-life balance

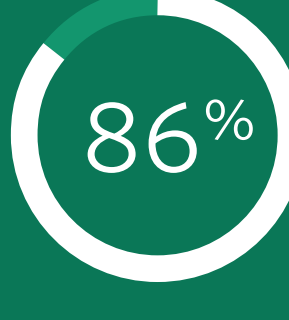


When asked which benefits provide the greatest value to them, employees highly ranked PTO, only second to health insurance. In addition, after health insurance, PTO was the most used benefit for employees, with 80% reporting they have used it in the last year. Juggling remote work with family needs plus additional daily responsibilities continues to be a challenge. Reminding employees to take PTO to achieve better work-life balance may help reduce stress and burnout.



CHALLENGE #2

Easier access to employee benefits



86% of employees found it challenging to navigate the increased need to utilize their employee benefits plan.

+1/2

Over half of employees agreed that if their employer were to streamline the benefits experience, they would have a much better understanding of their benefits.

HOW EMPLOYERS CAN HELP:

Simplify & personalize the benefits experience

Now is the time proactively enhance your employee benefits enrollment and assistance touchpoints. Be sure to include mobile, virtual assistance, human help (contact centers), decision support and a single portal for all benefits to streamline the employee experience and allow employees the option of using their preferred communication methods.



MOBILE



VIRTUAL ASSISTANCE



HUMAN HELP



DECISION SUPPORT

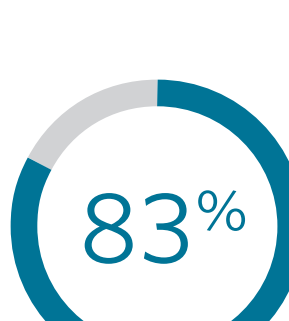


SINGLE PORTAL



CHALLENGE #3

Engaging with employers in a virtual world



83% of employees have found it challenging to engage with their employer in a virtual world.

Virtual employer-employee communication can be especially challenging when it comes to helping employees navigate benefits and enrollment information.

In the last 12+ months, 79% of employees said it was a top priority for them to have their HR team improve their benefits education program.

HOW EMPLOYERS CAN HELP:

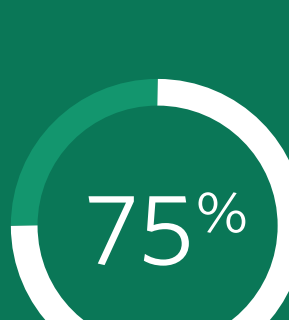
Boost engagement with a modern ben admin solution

Engaging with a benefits administration provider can increase engagement and improve the overall employee experience. Providers with a multi-channel, modern toolset can also lend a hand with enhancing your communication strategy with data-driven personalized messaging. Remember - effective virtual communications from employers should reflect the employee voice and show direct action in response to their unique needs.



CHALLENGE #4

Getting employer support for mental health



75% of employees found it challenging to get support from their employer for their mental health.

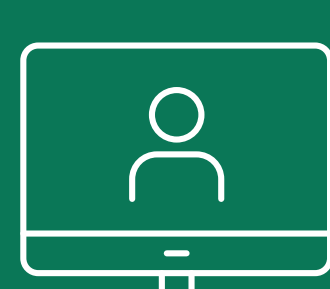
In the last year, 41% of employees who had access to a mental health benefit utilized it.

But only 19% of employers offered a mental health benefit.

HOW EMPLOYERS CAN HELP:

Partner with a virtual mental health provider

For too long, employers checked the box on mental health support by relying on health insurance benefits alone and not investing in a more comprehensive mental health benefits strategy. Invest in partnerships with virtual mental health providers and offer benefits that provide financial support to close the gap in access for 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.**

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