



Empowering employees to make the best benefits decisions for their unique needs

THE STORY

Benefits communication and education for employees is a key task for HR professionals during open enrollment and beyond. Employees need to be well-informed of their options in order to make the right decisions for their unique needs. However, benefits can be confusing, and education is a major time commitment for HR as they manage competing priorities.

WHY bswift

bswift not only offers a streamlined enrollment experience, but also provides employees with access to tools and resources to help them better understand and utilize their benefits. Our decision support tool, Ask Emma, interviews employees and educates them about their benefit options. bswift's video resources also encourage employees to learn about their benefits in a simpler and more engaging way. Research shows that 75 percent of employees are more likely to watch a video than read text.* **Plus, viewers retain 95 percent of a message when they watch it**, versus only 10 percent when they read it in text.** By incorporating interactive, multimedia education tools into the enrollment experience, bswift is helping employees make more informed decisions while also giving HR teams some time back.

* Forrester Research ** Insivia, 2018

SEE WHAT OUR CUSTOMERS AND PARTNERS HAVE TO SAY ABOUT bswift'S COMMUNICATION TOOLS

"The decision support tools that are available through the platform make the communication, education and enrollment process extremely efficient and very effective."

- Travis Leis,
Manager of Benefits
at EnPro Industries



"We love that employees can model costs and really understand their benefits and how the different plans compare for themselves and their family."

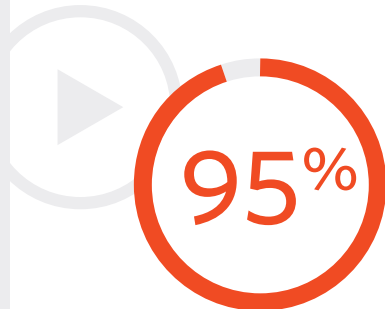
- Stacey Wyshynski, Benefits Specialist at Boehringer Ingelheim

"Moving to bswift meant that our employees would be able to get the information they needed, when they needed it in a very easy and accessible fashion. It also meant that my team could get back to what we do best: marketing and engaging people to participate in our wellness programs, which is the biggest goal of what we do in healthcare at LafargeHolcim."

- Philia Swam, Manager Health, Wellness & Group Benefit at LafargeHolcim

"One of the top benefits of bswift is Ask Emma. As someone who does new hire orientations, I'm often asked 'What plan is right for me?' Having employees go through this tool and put in their own personal information has been extremely helpful."

- Stacey Wyshynski, Benefits Specialist at Boehringer Ingelheim



"Ask Emma was one of the big reasons we selected bswift, because we knew that with the health plan designs we offer, we needed this tool to help our employees make good decisions."

- Philia Swam, Manager Health, Wellness & Group Benefit at LafargeHolcim

"We need to help employees understand the different benefits that are being offered, which ones are most appropriate for their family and ultimately give them the information they need to make the best choices. Ask Emma is a big piece of helping us with that education."

- Eric Frost, Vice President of Sales at DirectPath