

Boosting Benefits Participation Through Increased Engagement

A Success Story with Help Me Choose Benefits.



3:57

Avg time to complete decision survey



28%

who completed enrollment used HMCB



18% » 30%

Increase in Long Term Disability Participation



28% » 37%

Increase in Hospital Indemnity Participation



35% » 46%

Increase in Critical Illness Participation



29% » 38%

Increase in Supplemental Life Participation



71

Counseling sessions scheduled via HMCB



(515) 216-4065



www.helpmechoosebenefits.com



contact@helpmechoosebenefits.com

CHALLENGES



ConGlobal, a shipping and logistics company with 2,600 benefit-eligible employees faced challenges in engaging a dispersed workforce during non-mandatory benefits enrollment. They had previously partnered with an enrollment firm to provide personalized communication but needed to cut costs while maintaining high engagement and meaningful recommendations.

SOLUTIONS



HMCB offered a cost-effective solution with a low barrier to entry, requiring no PII. The platform's AI-driven explanations provided clear, personalized recommendations, leading to increased employee engagement without demanding extensive resources or time commitment.



Easy Survey Process



No Personal Data Required



AI-Driven Explanations



Increased Engagement

BENEFITS



1

Streamlined Enrollment Process

The platform's integration via QR codes and low barrier to usage with no PII required made it easy for employees to complete the process quickly, boosting participation.

2

AI-Driven Personalization

The Help Me Choose Benefits AI engine delivered personalized benefit recommendation explanations, enhancing employee understanding and selection.

3

Real-Time Reporting

ConGlobal benefited from real-time reporting, offering valuable insights and data transparency during the enrollment period, which allowed for immediate feedback and adjustments.