

Onsite Services

A Consultative Approach Makes It Easy for Employees to Understand and Enroll in Benefits



MetLife

According to the MetLife Study of Employee Benefits Trends, approximately one-third (36%) of employees feel their company effectively educates them on benefits options so that they can select the options that best meet their needs.¹ Given the important role that your benefits program plays in helping employees protect themselves, their families and their overall financial security, it's critical to have the right communications and enrollment program in place.

HELPING EMPLOYEES UNDERSTAND THEIR BENEFITS THROUGH EFFECTIVE COMMUNICATIONS

Studies have shown that firms that communicate effectively are four times as likely to report high levels of employee engagement as firms that communicate less effectively.²

MetLife associates will work directly with you to understand your employees' needs, and will recommend a communications program that best fits your company's benefits culture. Our innovative approach is designed with a clear objective in mind—to help your employees make educated, informed decisions about how to best protect themselves and their families. Working with MetLife, an industry leader, means you benefit from proven strategies—and important lessons learned—all of which will help make your benefits program a success.

An education-based, needs-oriented approach can help achieve benefits objectives:

- Bolster employee confidence that they have made smart buying decisions
- Help employees build their own personal safety nets as they move from one milestone in life to the next
- Reinforce the total value of the benefits offered
- Improve employee retention

TAILORING AN ONSITE ENROLLMENT STRATEGY THAT WILL WORK FOR YOUR COMPANY

MetLife's team will work directly with you to develop the most effective enrollment strategy that will heighten awareness about—and maximize participation in—the benefits program that you are offering. The Onsite Services enrollment team has been designed to make it easy for your employees to fully and effectively understand their benefits program. Our goal is to make it easy for you to communicate the benefits options available, therefore making it easier for employees to make a decision and enroll.

Our team will tailor your onsite enrollment strategy through the use of benefits fairs, employee group meetings, web meetings, focused enrollments and more—all done with minimal administrative support on your part. We will assess your benefits needs and objectives and identify the best way to reach your employees by designing and implementing the right onsite program for your company. With MetLife as your partner, you can rely on in-depth research and hands-on experience. In fact, we will provide you with an Enrollment Representative dedicated to developing the most optimal onsite experience for your company. Our Enrollment Representative will work directly with you every step of the way, taking time to learn about your company culture, your employees, your total eligible population, office locations and organizational structure, all of which will allow us to implement the smartest onsite enrollment strategy.

Your Enrollment Representative will present you with an enrollment recommendation that will include:

- An overall enrollment strategy
- Timeline for implementation and deliverables
- Recommendations for meeting locations
- Recommendations for meeting scheduling

Communicating to all your employees is critical—which is why we offer bilingual services to help you reach each and every employee.

¹ 9th Annual MetLife Study of Employee Benefit Trends, 2011.

² Watson Wyatt 2007/2008 Communication ROI Study™.

IMPLEMENTING THE ONSITE ENROLLMENT STRATEGY

Our onsite enrollment resources will be fully trained on your benefits objectives, company culture and benefits plans, enabling them to conduct effective onsite meetings and benefits fairs. Our resources will take the time to provide employees with the right level of assistance they need in making benefits decisions. They work with your employees to:

- Provide detailed plan descriptions and explanations
- Communicate available enrollment methods
- Distribute informational literature and materials
- Utilize tools that will help them assess their needs
- Answer benefits questions

Helping employees understand their benefits—and giving them the tools to maximize them—is easy when MyBenefits, MetLife’s online service portal for employees, is offered. Employees are provided a comprehensive and personalized picture of the choices available to them, which allows them to make more informed benefits decisions. Planning tools and online forms also help employees determine how to get the most out of their benefits.

Please contact your Sales Office for parameters and further information.

MetLife

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