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**Increase Employee Benefit Satisfaction -- Without Changing Your Benefits**

When was the last time an employee thanked you for their benefits? In today's uncertain economic environment, the terrific value that benefits provide is often forgotten. However, employers who produce **benefit statements** report that their employees express greater appreciation for their benefits.

**Independent surveys show that benefit satisfaction is more than twice as high at organizations that effectively communicate the value of their benefits.** Studies also reveal that effective benefits communication makes the difference in benefit satisfaction, **not the richness of benefits.** \*

In short, the use of clear, easy-to-understand benefit statements will showcase your employee benefits.

\*Watson Wyatt Work USA 2004 Study

**The "benefits" of benefit statements**

- **Employee satisfaction.** Countless studies have shown that employee satisfaction and engagement is not driven by the richness of their benefit package but by how well employees and their families understand what they have.
- **Promotion.** Your company promotes your products and services to your customers. Why not promote your benefits to your employees? Ad campaigns are expensive, but benefit statements are one of the least expensive promotional products available.
- **Recruitment & retention.** One-third of employees believe that benefits are an important reason to consider in accepting a new position. \*\* Benefit statements highlight the value of your benefits and clearly differentiate you from other employers.
- **Effective benefit summaries.** Over 50% of your workforce doesn't understand **all** the benefits your plan offers or how much **you** pay for those benefits -- their **total** compensation. Benefit statements change that. Plus, they are also an effective means of communicating to spouses and dependents how great your plan really is.

\*\*MetLife Benefits Benchmarking Report, 2006

**BeneCom Associates, LLC**

From multi-page customized formats to one of our economical pre-formatted options, clients tell us our employee benefit statements are one of the most effective tools they have. **They also like our ownership of the process -- from start to finish.**

*"I got my benefit statement on Saturday and it looked great. Thanks again for all your hard work, time and effort. I greatly appreciate all that you did to help me get the statements out before 12/31!"*

*-- a satisfied BeneCom client*

## Your Options

In today's environment, there are **affordable options** available to produce benefit statements easily and effectively:

- **DIY.** Employers may choose to produce benefit statements in-house. If so, make sure you have the programming capability, a way to ensure confidentiality, and the technical know-how in place before attempting the project. It probably makes sense to explore commercial software options as well, although they can be quite costly.
- **Pre-formatted.** Benefit statements produced from professionally designed, pre-formatted templates can be extremely cost effective and can be simple, two-sided handouts or multi-page documents with graphs and tables. In any case, you should look for the ability to add your company messaging, branding and flexible options that will fit your budget.
- **Customized formats.** If you choose to outsource and want to customize your statements from scratch, work with a vendor who can provide you with samples of statements and one who will offer sufficient direction and ideas. If the statement is multi-page, you will want to consider additional educational content and make sure that the company's key messages and branding are prominent.
- **Online statements.** The wave of the future, online benefit statements are becoming increasingly popular. The advantages of online benefit statements include:
  - Easily accessed by employees and dependents 24/7;
  - Saves money in shipping and production costs;
  - Can be archived, allowing for year to year comparisons;
  - Verifies that personal information is correct in the system;
  - Can be forwarded to accountants or financial planners.

Now more than ever, the impact and value of benefit statements cannot be overlooked. With all the cost effective options available, there's no excuse not to consider benefit statements as an integral part of your communication strategy.

**BeneCom Associates, LLC** offers pre-formatted customized, and online benefit statement options for every budget.

For more information, click [here](#) or call us at **860-674-2626**.