

NEW FOR
2018-
2019

THE ULTIMATE
OPEN ENROLLMENT
COMMUNICATION
PLAYBOOK



FEATURES REAL HR SUCCESS STORIES!

AN EBOOK FROM alex®



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BENEFITS-IAL BODY SCRUB

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Introduction

In this fourth edition of the Ultimate Open Enrollment Communication Playbook, we've got a new and improved treasure trove of communication resources to share.

Inside you'll find:

- A three-month open enrollment communication schedule
- Checklists and sample communication templates
- Tips on engaging your most elusive, unenthusiastic employees
- 3 all-new OE communication success stories
- Links to new ALEX blog posts, eBooks —and more!

For more info about ALEX (our platform of employee engagement software) OR to suggest things to include in next year's edition, visit jellyvision.com/contact...we'll get right back to you. Happy open enrollment!



THE SCHEDULE

Planning and Strategy



Review last year's communication plan with your team

Look over last year's employee communications (PowerPoint presentations, emails, mailers, etc.) and answer these questions:

- What parts might have been unclear or raised more questions than they answered?
- What parts did a better-than-average job of grabbing employees' attention?
- How eye-catching and memorable are the images included in your content?



Ask your company's communication specialists (writers, artists, and/or marketers) for feedback, too. They deal with words and images all day long, so they can definitely help with yours.



Set clear goals and choose a marketing theme

Work with your team to figure out your top three goals for open enrollment. Maybe you want to migrate more employees to a new plan. Or boost Health Savings Account (HSA) or 401(k) contributions. Or cut down on the time your team spends answering questions. Once those are nailed down, think about what kinds of communications would most effectively motivate your employees to take the actions needed to achieve those goals.

Specifically, identify what they have to gain if they take those actions and what they might lose if they don't. Then highlight those potential benefits (and losses) in your messaging. ("Spending 10 minutes with our new benefits decision support tool could help you save hundreds of dollars on health care this year.")

For more specific advice on using marketing tactics to engage your workforce, download our eBook, [3 Secrets to Creating the Most Engaging Open Enrollment Ever.](#)

3 *Get feedback about last year and your ideas for the future*

Sign up for an account with an online survey provider like **SurveyMonkey** if you don't already have one. Then build a brief, anonymous survey so your employees can tell you how they feel about their benefits. Ask them about their communication preferences, too.

Here are two examples for reference:

1. How satisfied are you with the following benefits?

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
Medical insurance					
Health savings plan					
401(k)					
Financial wellness program					

Additional comments:

2. Evaluate the following statements about our benefits communications:

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Our benefits guide helps me figure out which health plans are the best fit/most affordable					
The emails HR sends about enrollment make it clear what I need to do to successfully enroll					
Texting me updates about open enrollment is a good way to get my attention					
I would like it if HR sent out monthly tips for using my benefits next year					

Additional comments:



To Do: 8–12 Weeks Before Open Enrollment

Your open enrollment plans might be murky this far out, but there are a few things you can do now to make things easier down the road.



Get a head start on making a better benefits guide

Make sure your benefits guide minimizes confusion and gives easy access to essential information.

Put yourself in a new employee's shoes: what might their top three questions be? How quickly will they get their answers using your current guide? How might they get those answers faster?

- Put the most important information first on every page.
- Put calls-to-action in a box or sidebar section to highlight their importance.

- Make sure the section titles in your table of contents match the titles on the actual pages exactly. ([This ALEX video](#) gives more tips on effective tables of contents.)
- Consider color-coding the main sections of the guide to visually distinguish them from each other.

For more info on creating a better benefits guide, download [9 Tips for an Engaging, Readable, Not-Boring Benefits Guide](#)



Gather employee testimonials (and real pictures of your employees) for your OE messaging

Honest, first-person accounts of using a product or service are a powerful marketing tool that not enough HR departments are using. Put out a call for employees who've had a good experience with whatever you're trying to promote, interview them for 10 minutes (on camera, over the phone, or via email), and use their feedback in this year's messaging.

Along with the testimonials, hire a photographer to take pictures of your employees at work, and use those pictures instead of stock images. Make a point of getting pictures of employees who represent both the range of jobs and the diversity of your workforce.



Identify your needs for new and/or revised content

Figure out which print and digital content you'll need to tweak or create from scratch, and base those changes on the OE goals you set with your team.

Make sure that the artists, writers, UX designers, and other people who will need to update or create this content are also aware of your goals.

If you need to hire outside talent but aren't sure where to look, some national freelance talent agencies include **Aquent**, **Creative Circle**, **The Boss Group**, and **Artisan**.



To Do: 4 Weeks Before Open Enrollment

Now's the time to start reminding your employees that open enrollment is on the horizon.



Publish intranet banner ads

If you used intranet banners last year, be sure to update them so they look and sound new. Consider adding a variety of banner ads that appeal emotionally to various segments of your population.

ALEX Customers

Don't forget that we have ALEX-related intranet banners available for download at ALEX Central. See some examples on page 37.



Make a Manager's Toolkit

Your employees' bosses are one of the most effective communication channels you have at your disposal. Make them a toolkit that includes basic talking points and FAQs they can use to help get your OE message across to employees.

But! Don't just drop this on your managers with nothing more than a high-five. Provide some ideas of when and how to share the information...the easier you make it for them, the more likely they'll be to actually do it.



Add a note about open enrollment to your email signature

Ask everyone in your HR department to add a line like “Don’t forget: open enrollment starts [Month], [Day]!” to their email signatures.

Also, strongly suggest that the managers in your company do the same, so employees will see the message repeatedly from the people they interact with every day.

Here are two ways you might approach this:

Benjamin Fitzmanager

312.555.1212

Shift Supervisor

Placeholder Industries

Need help picking your benefits this year?

[Talk to ALEX!](#)

H.R. Pueffenschufe

312.555.2323

Vice President of Global Benefits

Placeholder Industries

Don’t forget: open enrollment starts

November 16!



To Do: 1–2 Weeks Before Open Enrollment

Remind your employees that open enrollment is right around the corner, and give them the information they'll need to make the best possible choices.



Hold benefits meetings and webinar events

The sweet spot for a live employee benefits meeting falls at about one week before the first day of OE. Run it too early: folks will forget everything once they have to make their choices. Run it too late: they'll feel pressured and rushed.

If your company has multiple locations around the country: make sure every HR representative on the ground is using the same PowerPoint and talking points.

If you do have meetings at multiple locations: consider having the most knowledgeable members of your HR team call in so they're available to answer questions live.

Within the first few days of OE: Run at least two live webinars. Record the webinars and post links to the recordings throughout OE for anyone who can't make it.

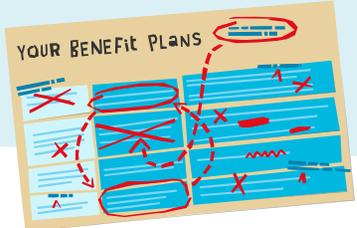
If your company has employees working around the clock: schedule your webinars at different times of the day to increase the likelihood of attendance.

ALEX Customers

Check out our handy How to Lead an ALEX® Demo and ALEX PowerPoint Overview guides on ALEX Central.

2 Put up on-site posters, flyers, and table tents

Post assets in high-traffic areas—break rooms, cafeterias, parking structures—to grab employees' attention in a cost-effective way.



So There's Been a Change of Plans...

Every year, we make slight changes to our employee benefit plans that can affect your paycheck (through your premium contributions) and your pocketbook (through your deductibles, copays, and prescriptions).

To make sure your favorite plans still make sense for you and your family, please visit ALEX®, which has been updated with our new plan information, and fortified with new boredom-busting vitamins and minerals.

See if your favorite benefit plans still fit at sampleURL.com



Talk to ALEX on Whatever You Like



3 Schedule first postcard if you're doing a postcard campaign

If you're planning on sending postcards to people's homes reminding them to enroll, schedule one to arrive a few days after open enrollment has begun. If you send the postcard too early, people might want to take immediate action and not be able to.



Picking Your Benefits Will Be a Snap



ALEX Customers

Don't forget to download an ALEX poster or postcard on ALEX Central.

4 *Create and share answers to this year's likeliest FAQs*

Compile a list of what you anticipate this year's FAQs to be, and answer them as clearly and succinctly as possible. A good goal when writing your FAQs is to make it feel like you're actually talking to the employee, so try and keep your answers simple, clear, and jargon-free. Then, put them on your intranet and/or email them to your workforce as a PDF.

Some common FAQs include:

- *What happens if I don't sign up for anything during open enrollment?*
- *Can somebody help me pick the right benefits?*
- *What if I make a mistake? Will I be able to fix it after open enrollment closes?*
- *Why am I being prompted to provide a Social Security number for my dependents?*
- *What's the difference between our FSA and HSA?*
- *Can I change my 401(k) and HSA contribution rate after open enrollment is over?*





To Do: During Open Enrollment

Now's the time to gently and tactfully pester your employees about enrolling by the deadline—and give them the resources they need to do so.

1

Send out at least three company-wide emails

Email #1 — Announcement Email (First Day of OE)
(Go to page 32 in this handbook to see an example)

Email #2 — First Reminder Email (Halfway through OE)

Email #3 — Second Reminder Email (The day before OE ends)



Make sure to indicate the negative consequences of not enrolling in time, especially in the final two emails.

2

Schedule a reminder postcard a few days before the end of OE

If you're doing a postcard get-the-word-out campaign, send a second postcard that arrives 3-5 business days before the end of your open enrollment. Make it clear time is running out to enroll in order to create a sense of urgency.

ALEX Customers

Remember to use the ALEX postcard templates on ALEX Central.

3 *Remind managers to talk with their teams*

Now's the time for your managers to use the toolkit you sent them to explain the biggest changes to your offerings with their teams—and remind them to enroll.



TOOLS & INSIGHTS

ALEX Open Enrollment Communication Checklist

What To Do:	Action Item	Date Due	Date Completed
Planning & Strategy	Review last year's communication plan		
	Set goals and pick a theme		
	Get feedback about last year and your ideas for the future		
8-12 Weeks	Start making benefits guide		
	Gather employee testimonials		
	Identify your needs for new/revised content		
4 Weeks	Publish internet banner ads		
	Make Manager's Toolkit		
	Add note about open enrollment to your email signature		
1-2 Weeks	Hold benefits meetings and webinar events		
	Put up posters, flyers, and table tents		
	Schedule first postcard		
	Create and share FAQs		
During OE	Send out company-wide emails		
	Schedule reminder postcard		
	Remind managers to talk with their teams		

5 Tips for Creating More Engaging Open Enrollment Messaging



As you're considering how to get your employees to take the action you'd like—be it using ALEX, going to your benefits fair, or joining the company wellness program—**think like a marketer.**

You can do that by putting yourself in the shoes of the people on the receiving end of your communications. Once you know their concerns, worries, and motivations, you can address them in a more engaging, helpful way.

1

Answer the question "What's in it for me?"

Don't just tell your employees what they should be doing. Tell them why it matters to them. In as few words as possible. Will using ALEX spare employees the regret they might feel if they missed out on potential savings? Will it give them peace of mind? Will it be the best benefits-related seven minutes of their life?

2

Don't be shy about talking dollars and cents

Employees are definitely thinking about the bottom line, so use that to your advantage. Instead of leading with a generic "Let ALEX help you choose your benefits" message, consider something more pointed like: "Is last year's plan really the best bang for your buck? Double check with ALEX."

Here's a formula for an effective, money-based call-to-action:

Step 1: Get the premium cost for your most expensive plan.

Step 2: Subtract the premium cost for your least expensive plan.

Step 3: Use the difference in a snappy message like this:

Want to know how you can save as much as [*difference amount here*] per month in insurance premiums this year? Talk to ALEX!



Consider appealing to specific sub-groups of employees

Along with your one-size-fits-all messages, consider messaging that appeals directly to certain audiences who might be more benefits-focused this year. For example, some of your posters or banner ads might ask:

- Are you a little behind on saving for retirement?
- Did anyone in your family start taking any new medications last year?
- Did you recently have your first child?

The message would conclude: If so, make sure to take a few minutes to talk with ALEX.

4 *Tailor your awareness campaign to your workforce*

This is sort of a no-brainer, but it's worth mentioning anyway.

For example, if a big percentage of your employees work in the field, away from the internet...an email-heavy campaign probably isn't the best plan. Instead, you could:

- Distribute break room posters and flyers
- Send postcards to the home
- Ask on-site managers to call a meeting

5 *Sprinkle in some humor, when appropriate*

We're big believers that a little benefits humor can go a long way towards getting your employees to perk up and listen to what you have to say.

For specific advice on adding a little levity to your benefits communications, download our eBook, [*Your Employees Are Going to Laugh at You: Five Thoughts on Using Humor in Benefits Communication*](#)

9 Outside-the-Box Open Enrollment Communication Ideas



A surprising message can catch people off-guard in a delightful way. And even more importantly, surprising messages are more memorable.

Here are nine outside-the-box ideas to consider:

1 *Don't be afraid to offer incentives*

Want to encourage folks to use your new open enrollment benefits decision support tool, or watch your how-to webinar? Consider socking away some money from your budget for prizes. Here are a few ideas related to ALEX:

- Use ALEX, and you'll be entered into a raffle to get \$1,000 added to your HSA fund. (Five such prizes will be offered.)
- Use ALEX, and be entered into a raffle to receive two extra PTO days. Or: everybody who uses ALEX gets an extra PTO day!
- Use ALEX, and be entered into a raffle to have your entire yearly deductible costs covered by the company.

2 *Hire a vendor to text employees on their smartphones*

If you have a list of your employees' cell phone numbers, you can provide that information to a third-party vendor (**Trumpia**, **MailUP**, **Mozeo** and **Twilio** are but a few) and have them text important messages (written by you) with links, whenever you want. If emails and signs around the office don't seem to get through, this might help.

3 *Introduce a last-second reminder screen saver message*

Ask your IT team if there's a way to apply a screen saver message to all the computer monitors in your office. Choose one particular day to have the new screensaver appear for everyone.

4 *Go big with eye-catching visuals at your benefits fair*

Get more eyeballs on your most important messages by creating a standee and making it a focal point in the room, or playing video content on a loop on a computer monitor. Or if you're really ambitious, dress up in eye-catching costumes. Our ALEX customers have dressed up like the cartoon characters in the ALEX conversation and **some of our Benefits Superheroes**...the sky's the limit.



5 *Ask company leaders to send emails or voice mails on your department's behalf*

Are you introducing a new initiative or plan and want your workforce to really pay attention? Consider asking your CEO or another person of influence to send an email or an automated voice mail to employees directly, encouraging them to do just that.

6 *Host fun lunchtime ALEX-focused activities during open enrollment*

To create some positive buzz around ALEX, consider hosting some fun onsite lunchtime activities with an ALEX theme.

One of our customers hid ALEX magnets around the office and entered anyone who found one in a raffle for a prize. Other splashy ideas you might consider: a friendly game of bean bag toss, except with ALEX stress balls instead of bean bags, or serving up some of our **benefits-themed mocktails** in your break room.

7 *Remind employees to forward OE emails to their partner or spouse*

Consider including a call-out in the emails you send to your workforce that says something like this: (Psst! Does someone else call the health care shots at your house? If so, forward this email to them!)

8 *Make use of internal communication platforms*

Does your company use messaging or collaboration software like Skype, Slack, or Chatter?

If so, make the most of these channels to promote ALEX and your benefits messages. Create an Open Enrollment Slack channel, post reminder messages on Chatter, and/or add a fun open-enrollment-themed message under your Skype handle.



Make a simple “how-to” video to demonstrate complicated tasks

Do your employees get tripped up when logging into a particular website or accomplishing some online benefits-related task?

Consider making a quick tutorial-style video that shows someone from your team successfully doing that tricky thing step-by-step. (Or hire an outside vendor to help you.)

Interested in trying this out? Here are a few software options you might consider to help you record on-screen activity:

For PCs and Macs

Camtasia (paid software), **Jing** (free software)

For PCs only

CamStudio (free software)

For Macs only

QuickTime (which should already be installed on your Mac), **Soundflower**

(To find out how to sync these up, [watch this brief tutorial.](#))

OPEN ENROLLMENT COMMUNICATION SUCCESS STORIES



Allianz

INDUSTRY:

Insurance and Asset Management

WORKFORCE:

700 benefits-eligible employees

THE PROBLEM:

With no easy way to coordinate the schedules of all associates at their 24/7 call center, Allianz's one-person benefits team had to hold 12 meetings during the two weeks of open enrollment every year.

THANKS TO ALEX:

- 12 open enrollment informational meetings were eliminated and replaced by two short Q&A sessions
- 739 unique ALEX visits for 700 employees

"This explained everything very well. Before ALEX, I never felt like I actually understood the coverage or options."

Employee

Allianz Global Assistance

ALLIANZ'S OPEN ENROLLMENT COMMUNICATION STRATEGY:

- Put benefits page and banner ads on company intranet
- Sent postcards with a link to benefits page to every employee
- Sent email to all employees one week before OE began
- Displayed an ALEX-focused message on TV monitors throughout the office
- Placed five-foot-tall ALEX standee in strategic locations
- Hosted benefits fair during the middle of open enrollment

ALEX USAGE RATE:

105%*

**How is a number like this even possible? Not only did their employees flock to the tool, they (and their partners) returned multiple times.*



Extra Space Storage

INDUSTRY:

Transportation

WORKFORCE:

3,100 benefits-eligible employees

THE PROBLEM:

Extra Space Storage wanted to move more of their workforce to their High Deductible Health Plan (HDHP).

THANKS TO ALEX:

The company's HDHP enrollment rate went from 30% to 65%, beating their consultant's most aggressive forecasting number of 61%.

"Without ALEX, we never would have been able to double our HDHP enrollment. ALEX was the voice of our open enrollment and opened everybody's eyes to what open enrollment is."

Debra Gomez

Total Rewards Benefits Senior Manager

EXTRA SPACE STORAGE'S OPEN ENROLLMENT COMMUNICATION STRATEGY:

- Sent automated voice mails from top executives to help promote ALEX
- Sent emails and placed banner ads on the company intranet
- Placed five-foot-tall ALEX standee in strategic locations
- Sent postcards to employees' homes
- Published an open-enrollment-related article in the company newsletter
- Put up fliers and handed out business cards with important enrollment info to employees
- Showed demos of ALEX during video conference calls

ALEX USAGE RATE:

264%*

**How is a number like this even possible? Not only did their employees flock to the tool, they (and their partners) returned multiple times.*



Thales USA, Inc.

INDUSTRY:

Manufacturing

WORKFORCE:

3,000 benefits-eligible employees

THE PROBLEM:

Thales hoped ALEX could help push 15% of their employees to their new HDHP and get more employees to contribute to their HSA, either to help them pay for health care expenses or as a secondary retirement vehicle.

THANKS TO ALEX:

More than 25% of employees migrated to the new HDHP, and the average HSA contribution was \$1920, well above the national average.

"I was very, very pleased with the HSA adoption in the first year, especially for a brand-new product."

Jacob Mangin
Country Benefits Manager, Digital Transformation

THALES USA, INC.'S OPEN ENROLLMENT COMMUNICATION STRATEGY:

- Sent emails to all employees
- Showed demos of ALEX in all 30 in-person benefits meetings and webinars
- Put up posters and fliers around the office
- Sent the ALEX Benefits Sneak Peek video to all employees in advance of open enrollment
- Put banner ads on the company intranet
- Handed out business cards with important enrollment info to employees

ALEX USAGE RATE:

121%*

**How is a number like this even possible? Not only did their employees flock to the tool, they (and their partners) returned multiple times.*

Links to More Resources

This playbook is but one of many online resources we've created for benefits professionals like you. Here is some other content we hope you'll find useful:

ALEX Communication Tutorial Videos



Transforming Boring Benefits Emails

JUSTYN HARKIN



5 Presentation Tips for HR Pros Who Hate Giving Presentations

KRIS DUNN



What Makes a Great Benefits Postcard

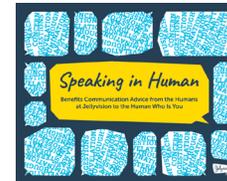
JUSTYN HARKIN

ALEX eBooks



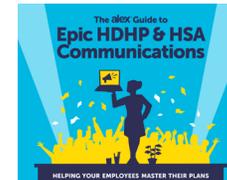
9 Tips for an Engaging, Readable, Not-Boring Benefits Guide

JELLYVISION



Speaking in Human: Benefits Communication Advice from the Humans at Jellyvision to the Human Who Is You

JELLYVISION



The ALEX Guide to Epic HDHP & HSA Communication: Helping Your Employees Master Their Plans

JELLYVISION



Your Employees Are Going to Laugh at You: Five Thoughts on Using Humor in Benefits Communication

JELLYVISION

ALEX Webinar Recordings

[9 Tips for Using Humor to Make Benefits Communication Way More Engaging \(and Effective!\)](#)

Benefits communication expert David Daskal shares 9 tips you can use today to build (or build on) a year-round benefits communication strategy that incorporates work-appropriate humor to get the results you want.

[7 Tips for Communicating Benefits to Millennials and Gen-Z All Year Long](#)

Jellyvision communication expert Elizabeth Archer shares seven tips to get Millennial and Gen-Z workers to perk up for your benefits messaging year-round. Vivint Solar's director of compensation and benefits Casey Lund talks about his on-the-ground experience trying to reach the Millennials at his company.

[9 Low-Cost Technology Hacks to Help You Modernize Your Benefits Communication](#)

Lacy Campbell from Jellyvision shares 9 free or nearly free hacks for improving your benefits communication, including strategies for using survey tools and social media to your advantage; tips on improving your emails and PowerPoints; and pointers on identifying the right HR tech solutions for your company.

ALEX Blog Posts



[6 Memes About Open Enrollment That'll Make You Smile](#)

ALI MURRAY



[New ALEX Drove \\$119 Million in Potential Tax Savings Last Year](#)

MARK RADER



[What I've Learned: 5 Tips on Delivering Benefits Bad News](#)

DAWN BURKE



[6 Tips on Conducting an OE Post-Mortem That Gets Results \(and Doesn't End in Tears\)](#)

DAWN BURKE



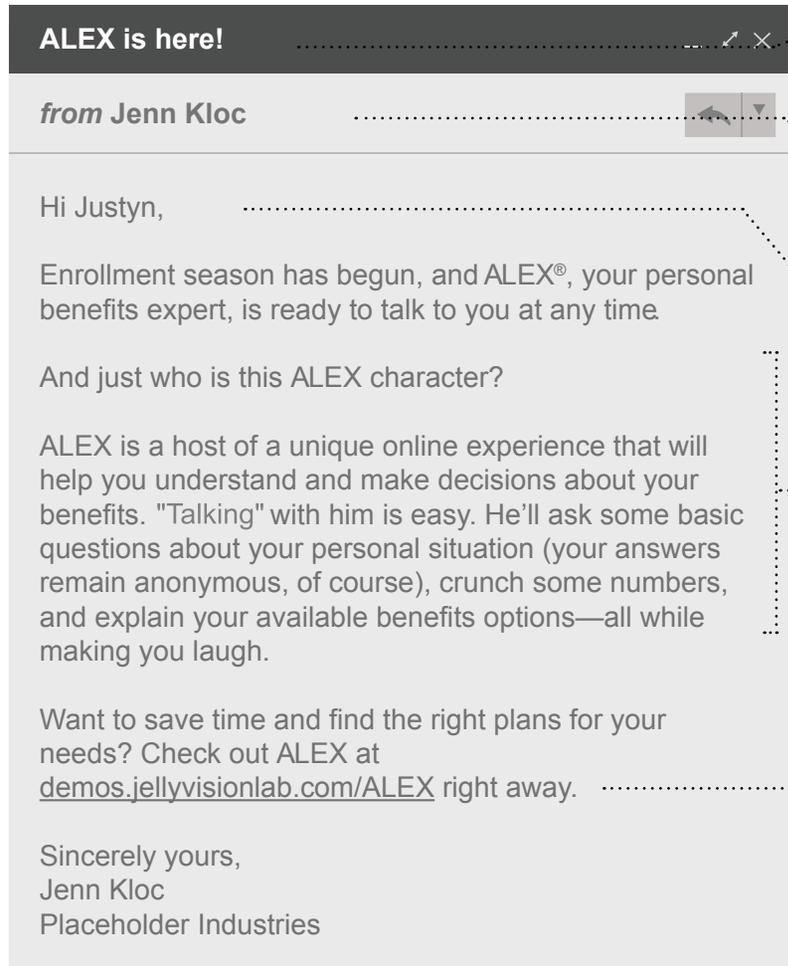
[3 Tweaks You Can Make to Your HSA Communications to Boost Enrollment and Contributions](#)

JELLYVISION

SAMPLE OPEN ENROLLMENT CONTENT

Sample Email

Sample Open Enrollment Announcement Email



SUBJECT LINE: Keep your subject line short and descriptive—ideally fewer than 35 characters, including spaces.

SENDER FIELD: Think about whom your email will be "from." Will it be yourself or something like "The Company Benefits Team"? Whatever you choose, go with a name your employees recognize and trust.

GREETING: If it's possible to customize your greeting to individual employees, do so. People are more likely to read an email if it was written for them instead of a group of people.

TONE: The best email writing is conversational and informative. It's OK to use a little humor, but don't be too breezy. You want employees to feel like you're taking their benefits decision-making challenges seriously.

CALL TO ACTION: This is what you want employees to do as a result of reading the email (in this case, to go use ALEX). Example CTAs include: "Click here for more information"; "Save this date"; and "Go to this link to get started"

Sample Email (Continued)

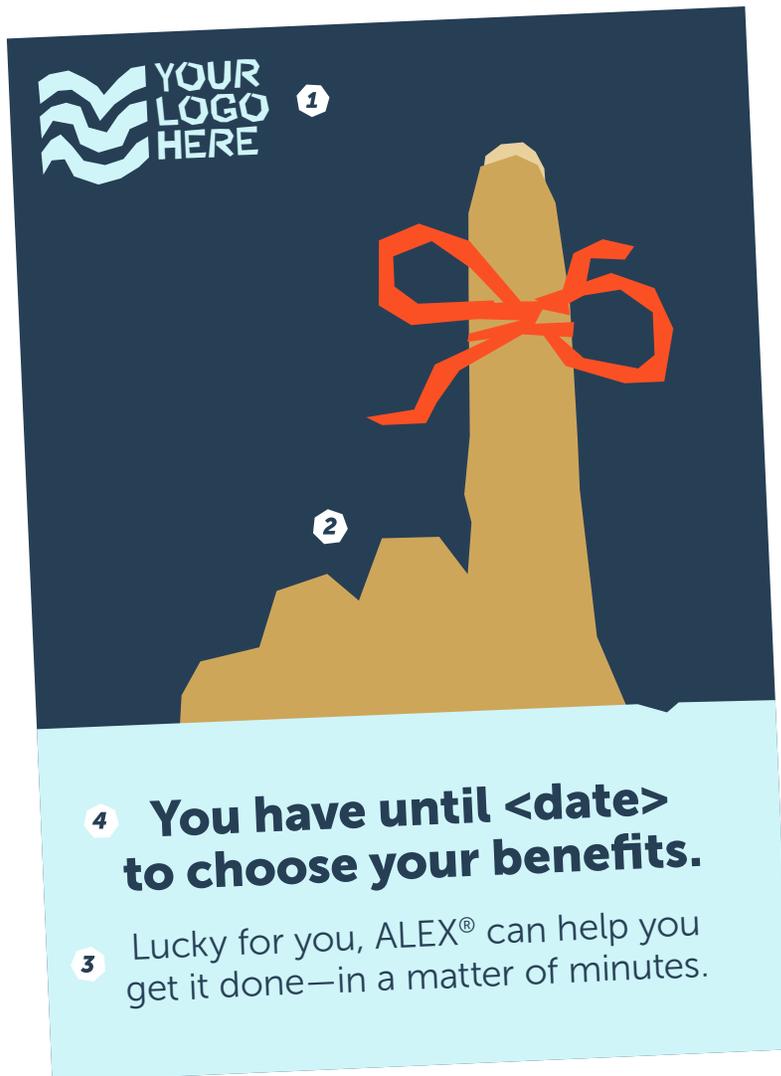
NOTE TO NON-ALEX USERS:

In addition to providing the basics and a call to action, you might consider listing out the top five FAQs you anticipate people having—or linking to that content elsewhere.

Also, if you have a mess of things that are too complex or numerous to be summarized in a sentence, consider using easy-to-scan bullets.

- Begin every bullet with the same part of speech and grammatical form. (Good: Check out this link; fill out these forms; email me with questions. Not good: Check out this link; forms you should know; email me with questions.)
- Avoid using sub-bullets. Adding another layer or two of complexity defeats the purpose of bullets.
- If you can, keep your bullet points symmetrical (one line each or two lines each); it looks better and is easier to digest.
- Put the most important items in a bulleted list first and last in your list; people tend to remember information in those spots best.

Sample Postcard



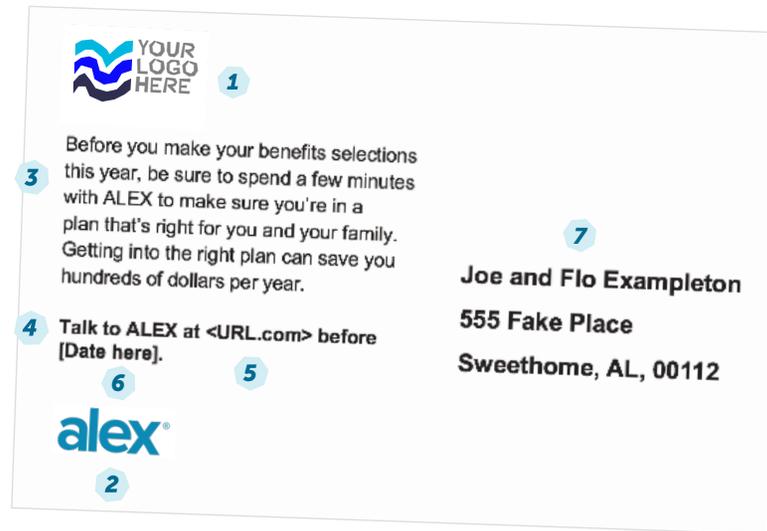
FRONT

- 1 COMPANY LOGO:** Make sure your company's logo is displayed prominently. Doing so will distinguish your postcard from the metric ton of junk mail that people get—and throw away—every day.
- 2 INTERESTING VISUAL:** The best postcards have unexpected and eye-catching visuals. "Eye-catching" doesn't have to be silly or gimmicky—it just has to capture the attention of the person who's supposed to read it.
- 3 TONE:** Your postcard's combination of words and images should work together to establish tone. We recommend going with something that's friendly and approachable.
- 4 TIME FRAME:** Provide specific dates to let employees know that they're working within a very short time frame. This creates a sense of urgency.

NOTE TO NON-ALEX USERS

Follow the same design and copy principles but include the URL that allows you to directly choose benefits instead.

Sample Postcard (Continued)



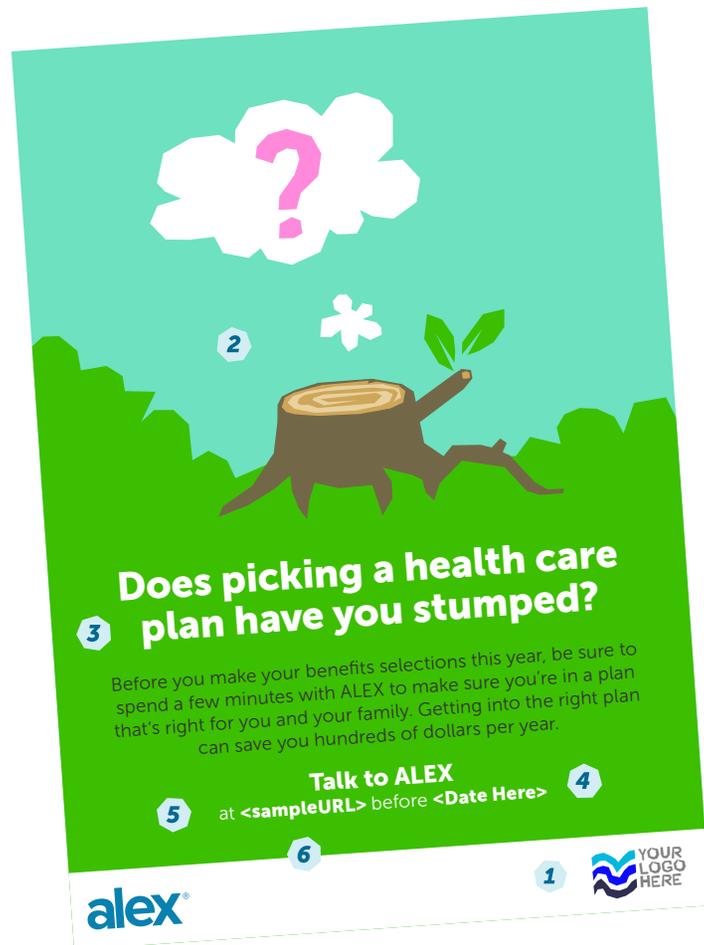
BACK

NOTE TO NON-ALEX USERS

Remove Item #2. The “What” here (#3) would state where to find any online or printed resources, and a CTA link (#4) to where to actually enroll in benefits.

- 1 COMPANY LOGO:** Think of this as junk mail insurance—putting your logo on both sides of the postcard can prevent it from ending up in the trash.
- 2 ALEX LOGO:** If you’ve been promoting ALEX in other channels (flyers, posters, website banners), then the logo will be familiar and eye-catching. And if your employees are seeing this logo on the postcard for the first time, they’ll know what they’re looking at when they see the ALEX logo in your company’s version of the conversation.
- 3 THE “WHAT”:** Provide a one-sentence synopsis of what ALEX can help employees do. Something like: “ALEX is a smart, funny benefits expert who explains your benefits options in plain English, and helps you choose what’s best for you.”
- 4 CALL TO ACTION:** This is what you want employees to do as a result of reading the postcard. (in this case, to go use ALEX).
- 5 EASY URL:** Ideally, the postcard would include a short, simple, public-facing URL employees or their family members can use to go straight to ALEX. If that’s not possible, add in the most direct route possible.
- 6 TIME FRAME:** Emphasize the time frame message from the front of the card. That sense of urgency might be what it takes to get the person who receives it to turn the card over to see the front.
- 7 ADDRESSEE:** If it’s possible to address your postcard to employees and spouses, you should do so. If not, consider something like “Jane Smith & Family.” Inviting family members to use ALEX is a great way to increase usage of the tool.

Sample Poster



FRONT

- 1 COMPANY LOGO:** Make sure your company's logo is displayed prominently.
- 2 INTERESTING VISUAL:** The best posters have unexpected and eye-catching visuals. "Eye-catching" doesn't have to be silly or gimmicky—it just has to capture the attention of the person who's supposed to read it.
- 3 TONE:** Your poster's combination of words and images will work together to establish the overall sense of tone. We recommend going with something that's friendly and approachable (i.e., not snarky or overly wacky).
- 4 TIME FRAME:** Be sure to provide specific dates to let employees know that they're working within a very short time frame. This creates a sense of urgency.
- 5 CALL TO ACTION:** This is what you want employees to do as a result of reading the poster (in this case, to go use ALEX).
- 6 EASY URL:** Ideally, the poster would include a short, simple, public-facing URL employees or their family members could use to go straight to ALEX. If that's not possible, add in the most direct route possible.

NOTE TO NON-ALEX USERS

Take an extra five minutes to choose an image for your posters that goes beyond typical stock photos. You know, the ones of laughing businesspeople. Or focused businesspeople staring at a computer. Or clip art of a heartbeat monitor.

Sample Intranet Banners

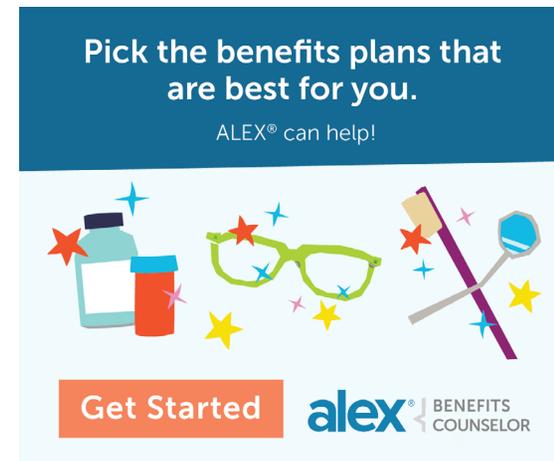


Sample copy for non-ALEX OE intranet banner ads:

Are you sure last year's plans are still saving you money?
It pays to double check.
[Start now]

Don't default into a plan you don't want.
Pick your 2019 benefits before [Month, Day]
[Start now]

The time is now!
Pick your 2019 benefits before [Month, Day]
[Start now]



**Before you go: please enjoy
our not-actually-famous
recipe for...**

BENEFITS-IAL BODY SCRUB

- 1/2 cup Tax Savings Sea Salt
- 1/2 cup Co-Pay Coconut Oil
- 1 cup Ground Coffee (from the pot made at 3pm upon realizing you'll be working late)
- 1/2 Tbsp Cinna-Money Saved
- 1 Tbsp Vanilla Extract-Me-From-This-Office-Chair

**Mix all
ingredients together
and use on hands or in
the shower to wash away
every last memory of OE.**

ALEX Solves Problems

Promote Benefits Education

From reaching hard-to-reach employees to driving HSA participation to promoting savvy healthcare consumption, ALEX has you covered.

Benefits Counselor

Give your employees the personalized guidance they need to make the best possible benefits decisions for themselves, their families, and their bank accounts.

Benefits Sneak Peek Video

Drive home your company's most important open enrollment messages, introduce new hires to their key to-dos, and drive traffic to ALEX.

Retirement

Get your employees to participate in your 401(k) and HSA—or to increase their current contributions.

Making The Most Of Your Plan

Give your employees practical advice on how to use their health insurance plans.

Communicate Leave More Effectively

Leave of Absence

Guide your employees through the entire leave of absence process with practical guidance and personalized information.

Support Financial Health

Financial Wellness

Promote your financial wellness offerings, help your employees improve their sense of wellbeing, and encourage meaningful behavioral change.

How much do these ALEX products cost?

All of our ALEX products are priced based on the number of employees you have at your company.

To get more helpful benefits tips delivered straight to your inbox, [sign up for our monthly newsletter, The Conversation Starter.](#)



About Jellyvision

Jellyvision is an award-winning technology company whose interactive software talks people through important, complex, and potentially snooze-inducing life decisions—like choosing a health care insurance plan, saving for retirement, or navigating a leave of absence—in simple, fun, and engaging ways. Our recipe: behavioral science, purposeful humor, mighty tech, and oregano.

About ALEX®

Our SaaS employee communication platform ALEX is used by more than 1,000 companies with more than 17 million employees in total—including 106 of the Fortune 500 and one-third of the country's 25 largest companies. ALEX helps employees at these companies, whose health insurance premiums total more than \$110 billion, make better decisions about their insurance plan options, 401(k) allocations, and financial wellness.