



Reaching employees where they are most engaged

Text Messaging

Americans are spending 17 hours a day in front of screens with 4.5 hours of that on their phones. When guiding your employees to take action during Annual Enrollment or to take advantage of a benefit in your program – why not leverage the thing they are engaged with the most – their phones.

Text Messaging through Benefitsolver delivers automated, targeted communications based on specific events or data in Benefitsolver. It pushes texts to your employees based on customizable timetables. Through Text Messaging you can meet your employees where they want to be met – on their phones. And in turn, drive better outcomes in Benefitsolver and the MyChoice Mobile App.

Source: Vision Direct, 2020.

How does Text Messaging Work?

Text Messaging through Benefitsolver is easy to use. You choose the action you want to drive through text and Benefitsolver does the rest.



Your employees opt-in to text messaging in Benefitsolver.



You choose an action.

Examples include:

- ▶ Enroll in benefits
- ▶ Upload Dependent Verification documentation
- ▶ Alert on a new program or carrier



Customize your text:

- ▶ Strategize your timing – customize when the text will be sent based on number of days before or after the action has occurred; or a certain time of year
- ▶ Create your content – pick from pre-loaded text templates in Benefitsolver or write your own short-form content



Sit Back and Relax: Benefitsolver will take it from here