



# 5 strategies to boost virtual employee engagement this annual enrollment

From healthcare benefits to savings plans to wellbeing resources, this year it's especially important for employers to promote these valuable programs to ensure they're fully utilized. But engaging your people who may be distracted or feeling burnt out may be a little more challenging, especially as some employees continue to work from home.

## Help your employees optimize and right fit their benefit selections

1

### Develop a digital pop-up site

Mobile-first pop-up sites let you reach employees quickly and easily. Accessible from any device — phone, desktop, or tablet — pop-up sites can be seamlessly linked from existing sites and accessed from outside your firewall. Because there's no programming or data involved, sites can be ready to go within a couple of weeks, reflecting your brand and messaging.

2

### Host a virtual benefits fair

Turn your physical benefits fair into a virtual experience that enables employees — and their families — to “visit” vendor booths to collect information, and interact with your vendors, attend live presentations, get answers to their questions, and even win prizes.

3

### Record podcasts

Use podcasts to highlight key leaders speaking authentically about issues they're passionate about. It's a great way to make a personal connection and break through the isolation or stress many may be feeling as we continue to practice social distancing.

4

### Add chatbots

Reduce calls to HR by implementing an online chatbot to respond to commonly asked questions and direct users to more information.

5

### Collect feedback using quick pulse surveys

Maintain a personal connection with your workforce by listening to their needs and concerns. Brief pulse surveys can help you understand what your people are thinking and feeling, and reinforce your commitment to their emotional wellbeing.

## Contact us

As you plan for a successful annual enrollment, consider how you can use technology to provide a unique and meaningful experience for all your employees. To learn more, contact us at **1 866 355 6647** or **talktous@buck.com**.

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