

TRENDS

Transforming Employee Engagement in 2020 and Beyond

by the bswift Leadership Team

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The bswift Leadership Team takes a closer look at market trends that further underscore the need for this transformative employee experience.

TREND #1 One-stop shop benefits experience

Sanjiv Anand, *President and Chief Executive Officer at bswift*

Think about your favorite online shopping experience. What do you value most about it? For many, the answer may be efficiency. In fact, online sales are predicted to top \$4.8 trillion by 2021 – about a 70 percent jump in just three years.*

Shopping for benefits shouldn't be much different from shopping for your favorite household items online. However, today's fragmented health care system often bounces them around to different providers and websites resulting in a frustrating and confusing health care experience.

How can this confusion be reduced? A highly connected benefits and health care ecosystem. With their benefits and health care information accessible from a single hub, consumers have all the information they need readily available to make the best decisions for their well-being.

TREND #2 First things first: a secure foundation

Ed Rumzis, *Chief Technology Officer at bswift*

Heading into a new decade, businesses and consumers will only see an increase in connected devices. In fact, the number of IoT devices is expected to reach a stunning 75 billion by 2025.* However, with increased connectivity comes heightened data security concerns.

For employers specifically, [data security](#) will continue to be one of the primary concerns for any vendor they work with — especially those managing the PHI of their employees. Constantly investing in data security methods is crucial to retaining the trust, and ultimately the business, of customers and their employees. Continuous risk analysis, ongoing strengthening of authentication methods and employee education are a few great starting points.

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TREND #3 Chitchat

Justin Burns, *Senior Vice President, Product Management at bswift*

Juniper Research estimates that approximately 8 billion digital voice assistants will be in use by 2023.* The popularity of this technology is simply due to the fact that it cuts through the noise and helps us get to the information relevant to us (and efficiently, too!).

Similarly, today's employees want to be guided to the benefits and information they personally need. The key is anticipating their needs based on data like their previous enrollment history, search habits and demographics information so they can receive more personalized messaging throughout their enrollment journey. It's just like when you add a product to your shopping cart online and see a message that says, "People like you also bought the following items." Likewise, employees can receive suggestions for which benefits and coverage options they may be interested in purchasing. Ultimately, this approach is helping to make employee benefits experiences increasingly efficient and boost overall engagement, too.

TREND #4 Designed just for you

Justin Dauer, *Vice President of Human-Centered Design and Development at bswift*
Sue Getz, *Communications Leader at bswift*

Personalized online shopping isn't just a "nice-to-have" anymore – it's an expectation. In fact, 75 percent of consumers are more likely to buy from a retailer that addresses them by name, recommends options based on past purchases or knows their purchase history.*

Journey mapping is one way forward-thinking businesses are making personalized experiences a reality. When it comes to benefits, this involves considering every aspect of the employee. By identifying a variety of sample scenarios, it's easier to [design an enrollment experience](#) that feels personal.

Once enrolled, the personalization doesn't stop there. Considering the range of demographics and preferences within a single employee population, it's increasingly becoming best practice to communicate benefits information via different methods all year long. This ensures that information isn't just received, but that it's understood, too.

TREND #5 At your service

Leslie Pontello, *Chief Operating Officer at bswift*

According to PwC, there's a mismatch between customer expectations and how well businesses are delivering on them. In fact, only 38 percent of U.S. consumers feel that the client and service reps they interact with understand their needs.*

To combat this, today's businesses are increasingly integrating service delivery into their company missions and ongoing employee training. Client and service teams are being reminded that one of the biggest keys to delivering excellent service is making it feel personal. They study each customer's organizational culture and values, and [tailor their delivery](#) to these unique characteristics. This allows customers to feel like they're interacting with an extension of their own organization.

TREND #6 We hear you

Fiona Mulligan, *Executive Vice President of Customer Service Strategy and Delivery at bswift*

As technology rapidly advances how can today's businesses deliver high-tech and high-touch [customer service](#)?

VOC data can enable businesses to measure and understand how customers feel about delivery, organization and overall brand. However, Gartner reports that although 95 percent of companies have collected feedback from their customers, only 10 percent actively use it to improve the customer experience.* Soliciting customer feedback and actually implementing it helps businesses improve upon the human touch that customers expect – especially through continued technological advancement.

TREND #7 Going the extra mile

Dave Firestone, *Chief Revenue Officer at bswift*

Benefits and annual enrollment is a major time, resource and financial investment each year. It's essential that employers partner with vendors that go a step beyond being experts in benefits administration. The right vendor is an expert in business processes and organizational values, too. They should ask companies: What enrollment and engagement obstacles is your organization facing? Which processes can we simplify to help boost your overall efficiency? What results are you hoping to achieve?

By partnering with a vendor that [offers a tailored solution](#), employers can get the most return on their benefits investment.

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