

# The HR Gap in Benefits Value

70% of all large employers are planning benefit enhancements for 2023 to retain and attract talent.



That's great. But at the same time, critical benefits information is not getting in front of employees, much less used. **That hurts employee engagement, organizational health, and the value of benefits brokers' services.**



We're going to show you what's going on and **how to help fix it.**





## Benefits are the most important tool that employers have to engage, attract, and keep talent in 2023.

While pay and job security are big considerations for employees, benefits are big influencers of employee engagement and retention.



**60% of employees** say their healthcare plan is an important reason to stay.

[Willis Towers Watson](#)



**88% of HR practitioners** said health benefits were very or extremely important to employees.

[Society for Human Resource Management](#)



The importance of health and retirement benefits to attract and keep workers has soared to its **highest level in a decade**.

[Willis Towers Watson](#)

## Employee engagement has dropped for the first time in a decade, causing turnover, productivity loss, and lack of trust.

Employees are dissatisfied with the status quo and are putting pressure on employers — particularly your HR clients — to rebuild the workplace.



Only **33% of employees** say that they are engaged at work.

[Gallup](#)



Only **36% of employees** say they strongly agree they have what they need to do their work.

[Gallup](#)



Employees' relationships with their managers can account for up to **70% of their engagement levels**.

[Society for Human Resource Management](#)



## Benefits are not engaging employees because communication lines are broken.

HR has to navigate different communication channels and hunt down employees with little time and little resources to reach them.

Ensuring ongoing HR tech adoption by employees is the **#1 hurdle** for HR clients.

[Gartner](#)



**87% of employees** self-report feeling confused about their benefits.

[Business Solver](#)

Studies confirm that internal communication has a significant role in **high employee engagement**.

[Institute for PR](#)



## Offer communication technology that helps clients connect employees with their benefits.

HR clients don't need new technology for the sake of it. They need HR technology to solve their real problems.

**63% of employees** say having a wider range of communication tools would significantly improve work communication.

[Economist Impact](#)



"Most employees are unaware of the [wellbeing] offerings and associated benefits. There is an opportunity to help employees connect to company resources."

[Centers for Disease Control and Prevention](#)

Top three initiatives HR technology leaders plan to focus on in 2023.

1

Reporting and analytics

2

Recruiting

3

Core HR information systems

[Gartner](#)





## Better communication leads to better benefits usage and employee engagement.

Open communication helps employees feel better about their work and themselves.



### Proven benefits of open communication.

1 Increased job satisfaction

2 Better work culture

3 Increased productivity

4 Less conflicts

Global Journal of Commerce and Management Perspective

Payers that invest in **human-centric digital tools** are seeing material changes in member satisfaction and trust, **increased revenue** from digital branding and improved sales tools, and **double-digit reductions in administrative costs**.

McKinsey



**48% of employees** who utilize well-being programs report being highly engaged.

Harvard Business Review

## With AI and self-service insurance models gaining steam, brokers have an opportunity to help clients better communicate benefits to their employees.

Technology is one way to improve internal communication. Doing so can improve HR clients' workflows, benefits usage, employee wellness, and your role as a trusted advisor.

## The HR Gap in Benefits Value

**At TruHu, we eliminated the requirement for logins, app downloads, and email to get in front of employees.**

Additionally, communicating and collaborating around benefits has never been easier for deskless employees, which comprise more than half of the workforce.

**We just analyzed ~200k messages, and we learned:**

3x

Employees are **3x more likely** to engage with benefits information through text vs. email.

40%

Removing login and app barriers **increases employee benefits access by 40%.**



Respondents that communicated benefits information 6 months before open enrollment saw almost a **50% increase** in engagement as compared to those that communicated during open enrollment.