Colonial Life
Making benefits count.

Benefits Communication Quote Sheet

Tom Gilligan
Colonial Life Senior Vice President - Marketing & Branding

On the importance of benefits communication:
"Strong communication may be the single most important investment an employer can make in a benefits program. Communication outweighs even the richness of the benefits package when it comes to how much employees value their benefits program."

"I think today more than ever when money is so tight, a dollar invested in benefits communication is going to get an employer a much greater return than a dollar invested in paying for a new benefit or part of an existing benefit. All the research shows that in terms of employee satisfaction, the return on improved communication is much great than additional investment dollars in benefits."

On customized communications:
"Employers need an ongoing strategy that delivers the right information — in an easy-to-understand format — when and how employees want to receive it. The days of the one-shot, "big-envelope" approach to benefits communication and education are over."

On technology:
"Technology can really help with enrollment processing efficiency but it cannot replace the decision support of face-to-face communication. There are still some things that people do better than machines."

On what's in the white paper:
"The heart of the white paper is to show the great need employees have to really engage with somebody to just personally talk about their benefits and their personal situation: the kind of protection they need, what their life stage is, what their families need, their existing benefits and what they might be able to do to improve the financial protection for their family. There's a crying need for it."

Dana Burnette
Colonial Life Director – Benefits Communication & Education

On one-to-one communication:
"One-to-one interactions where tools are used that personalize the benefits decision-making experience are most effective. For example, conducting an individual needs analysis or talking through the features and costs of a specific policy helps ensure clear understanding by the employee**.** This type of one-to-one communication involves addressing the soft needs — helping employees understand all the terminology and choices while giving them confidence they're making good decisions for their families. This is where employers create real satisfaction."

On employee engagement:
"Today's benefits communication and education involves more than just developing a message and delivering it. It's about creating participation — an integral part of any highly successful communication program. It's imperative to get employees involved by challenging them to think and engage."

On communicating with a changing and diverse workforce:
"To respond to the unique needs and expectations of emerging workforce segments, companies will need to adapt their benefits packages and also adjust the way in which they communicate them. Organizations should understand that adaptability will be key moving forward. Once they understand the needs of their diverse workforces, they can focus on what it will take to be successful tomorrow."

"As the younger generations begin to enter the workplace, employers must keep in mind this group's preferences for how it wants to get information. The message might not need to change, but the delivery mechanism does."