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Turn-by-Turn Directions to Drive Smarter Benefit Choices

You wouldn't start a road trip without GPS. Likewise, employees need clear guidance to navigate their benefit options to find the best plans for them.

With sometimes more than a dozen plans to choose from, employees can be easily overwhelmed – **especially since most spend less than 30 minutes making benefits decisions.**

Like a GPS app that smartly avoids traffic jams, **you need decision-support tools that help employees arrive at their ideal benefits destination.** The right recommendation engine does just that.

For a recommendation engine that gets employees where they need to go, look for these four features:

1 AN ENGAGING AND INTUITIVE USER EXPERIENCE.

User experience is critical, from the placement of information to the language and graphics that you use to quickly eliminate barriers to employee understanding.



2 DATA-DRIVEN OUTCOMES SUPPORTED BY MACHINE LEARNING.

Your recommendation engine must be able to apply and compare any combination of plans to yield recommendations based on employees' age, gender, family status, financial risk tolerance, and health status. It also should leverage machine learning capabilities to refine recommendations to ensure employees are matched with the best fitting coverage year after year.



PILOT

3 HOLISTIC BENEFIT RECOMMENDATIONS AND PACKAGING.

Packaging recommendations takes your decision support further by providing recommendations for both major and voluntary offerings. This helps employees make smarter "big picture" benefits decisions and significantly streamlines the enrollment process.



4 POINT-IN-TIME EMPLOYEE EDUCATION.

Your recommendation engine should include information about each plan offered and insight into the logic of the engine itself – including how questions help determine plan recommendations. This creates a simpler, more personalized experience that primes users for just-in-time learning as they enroll in their plans.



Visit GoEmpyrean.com to learn more about **PilotSM**, Empyrean's recommendation engine, and how you can help your employees navigate their benefits choices and drive your enrollment and engagement strategy.

