



MarshMcLennan
Agency

An individualized benefits approach to attract and retain top talent

White paper

Your future is limitless.SM

[MarshMMAMidwest.com](https://www.marshmma.com)

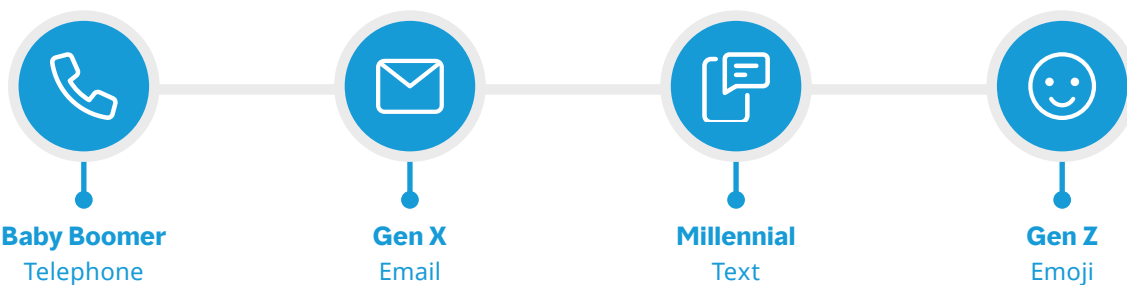


In today's workforce, employees aren't just hoping for a holistic suite of benefits – they're expecting it. To overcome recent hiring challenges, employers need to keep up with the ever-changing benefit trends to attract and retain top talent.

Successful leaders are focusing on understanding and adapting to the changing perspectives of their employees. Taking an individualized approach to their benefit offerings can help employers create meaningful solutions.

The current landscape

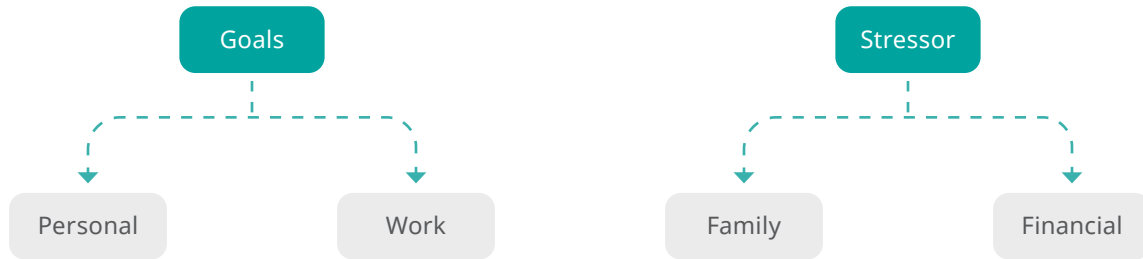
Today's employees represent four major generations with each generation presenting different wants and needs. Millennials surpassed Baby Boomers as the largest working generation a few years back, and the population of Generation Z employees in the workforce is growing by the minute. Generational differences are evident in everything from communication styles to hobbies and music preferences, and are largely based on the environment each generation grew up in. For example, most Baby Boomers communicate frequently over the phone while Millennials gravitate toward text messaging.



It's important for employers to not only understand these changing demographics but also ensure that their benefits are evolving to align with the current employee landscape. It's no longer suitable to keep the same benefits year after year due to the major introduction of new employees to the workforce. With the recent change in demographics comes a shift in what employees value in terms of their benefits. Today's employees across all generations expect more from their employers. Many employees see work as an extension of who they are and want their work to reflect their values, interests and aspirations. As such, they expect employers to help support their overall wellbeing. To better compete for and manage talent, employers need to offer benefits that will help their employees grow holistically. Employers are recognizing that employees need the flexibility and support to not only manage but also enrich their lives through their benefits.

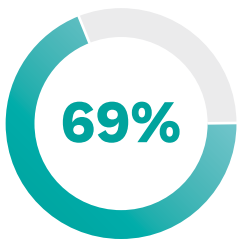
Benefits matter, but the right benefits matter more

In order to successfully support the overall wellbeing of employees, benefits need to help employees achieve their goals and address their stressors.

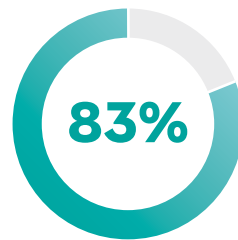


Traditional benefits such as retirement, medical and dental insurance are highly valued by employees and they help manage common needs and expenses. But employers shouldn't stop there. Emerging benefits help employers create the kind of benefits that demonstrate a deeper level of care for their employees, communicating that they value their needs and are committed to their ongoing success.

Adding additional benefits that meet employees where they are in their lives can have significant outcomes, according to results from the 2020 MetLife Employee Benefit Trends Study.



69% of employees say having a wider array of benefits would increase loyalty to their employer



83% of employees would take a small pay cut to have more choice in terms of their benefits

Voluntary benefits can help create a more customized experience by allowing employees to select the specific benefits that fit their current lifestyle and goals. When considering which voluntary benefits to offer as an employer, they should pick up where core benefits leave off. This offers employees additional protection and peace of mind. Examples include accident and short-term disability insurance, as well as less traditional non-medical benefits such as legal and identity theft insurance.

Voluntary benefits cost employers nothing and are fully paid for by the employee. Even with employees picking up the tab, voluntary benefits are gaining in popularity because they offer:

1

Value

Usually offered at discounted rates, they are far less costly for employees compared to similar benefits purchased on the individual market

2

Flexibility

Employees decide which benefits align with their current life status and goals and can reevaluate each year as their situations change

3

Convenience

Employees pay for voluntary benefits through payroll deduction and select from a suite of already vetted options through their trusted employers

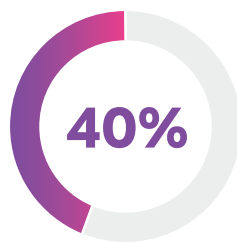


Communication is key

Even if an employer is offering an attractive suite of benefits, employee satisfaction is bound to decline if the benefits are not clearly communicated. The only benefits that are truly valued are the ones that are being used.



1 in 5 people feel that they completely understand their insurance benefits



40% of employees feel stressed by the process of enrolling in benefits

Although these statistics are disappointing, they provide employers with an opportunity to reevaluate their current communication strategy. While employees may appreciate the idea of combining traditional and voluntary benefits, they often don't understand how they work together. Benefits are often communicated in silos based on each plan's associated premiums and payouts. If employers start looking at benefits more holistically, they can more effectively position them as packages of products that employees can tailor to meet their specific needs.

Through a consultative approach to benefit education, employers can successfully communicate to each generation of their workforce. When employees understand the relevance of their benefits to their lives, they feel appreciated and valued. In return, employers will experience more engaged, loyal and productive employees.

Benefit communication is important throughout the year but is especially prevalent during open enrollment. This time of year usually involves many challenges for our clients including lean HR departments, dispersed workforces, lack of understanding and inconsistent enrollment experiences. While group meetings seem like an efficient strategy, they fail to allow employers to tailor their message based on generational and demographical differences. As a result, many employees tend to miss important messages when the content of the meeting doesn't feel relevant to their lives.

As an alternative, many organizations are now partnering with enrollment firms to offer a consultative one-to-one approach to employee education. Enrollment counselors review benefit options with each employee individually and can even go a step further and help them enroll in their benefit elections through the organization's technology platform. Meetings can take place in person or over the phone to ensure employees are receiving the support they need.



In a competitive job market, employees often have several choices when it comes to where and how they want to work. The one constant is that employees will continue to expect more from their employers moving forward. By taking an individualized approach to benefits and the way that they're communicated, employers can demonstrate that they value and appreciate their employees. This will ultimately be a deciding factor in where employees choose to align their talents moving forward.

Want to learn more?

To learn more about MMA's proprietary EnrollSMART approach to elevating the employee benefit experience, reach out to an MMA advisor today.

This document is not intended to be taken as advice regarding any individual situation and should not be relied upon as such. Marsh & McLennan Agency LLC shall have no obligation to update this publication and shall have no liability to you or any other party arising out of this publication or any matter contained herein. Any statements concerning actuarial, tax, accounting or legal matters are based solely on our experience as consultants and are not to be relied upon as actuarial, accounting, tax or legal advice, for which you should consult your own professional advisors. Any modeling analytics or projections are subject to inherent uncertainty and the analysis could be materially affected if any underlying assumptions, conditions, information or factors are inaccurate or incomplete or should change. d/b/a in California as Marsh & McLennan Insurance Agency LLC; CA Insurance Lic: 0H18131. Copyright © 2023 Marsh & McLennan Agency LLC. All rights reserved. MarshMMA.com