

EnrollSMART

The proprietary strategic approach to elevating the employee benefit enrollment experience.

We realize that one approach to handling benefits, employee communications and the enrollment process doesn't work for everyone. Instead, we work with clients across all industries to establish a custom strategy that addresses specific challenges based on their employee population. So in addition to traditional enrollment support, our clients receive exclusive access to our proprietary EnrollSMART solution.

Through this approach, our enrollment solutions team partners with a specialized enrollment firm to offer one-to-one benefit consulting during open enrollment. The goal is for all employees to engage with a benefits expert for more consistent education and messaging within an organization. This allows us to streamline the open enrollment process for HR teams while increasing employee engagement and satisfaction. This strategy is funded by the inclusion of highly valued voluntary products coupled with our own investment.

Our EnrollSMART approach delivers:

- Enhanced employee education through individualized meetings
- Improved employee satisfaction and retention
- Increased HR resources and support
- Greater consistency in the enrollment experience 24-7/365
- Expanded benefit offerings to create a more personalized benefits package

With EnrollSMART, custom means custom:

- We create a strategic mix of enrollment services tailored to your workplace culture and technology experience level
- We enroll employees using your online enrollment system or build a system if you do not have one
- An education-centric strategy ensures that your employees and their individual needs drive all EnrollSMART decisions
- We help you increase your employee value proposition by recommending voluntary benefits based on your organization's specific needs
- We take responsibility for the partner mix employed, so you can focus on your business

1:1

**Enrollment consulting
for each employee**

Case Study

A Midwest client wanted to move to a self-service model for open enrollment and increase employee engagement in their benefit offerings. We took an EnrollSMART approach to free up time for the HR department, streamline open enrollment and increase employee education and engagement at no additional cost to the employer through the inclusion of voluntary benefits.

Achievements

- Valuable time saved for the HR department
- Increased employee engagement as a result of new educational programs and one-on-one enrollment support
- Bilingual consultants ensured accurate communication for all languages
- Transitioned from paper to electronic enrollment

Learn More

Contact your Marsh McLennan Agency advisor today to find out how we can help you minimize risk and maximize your organization's investments.

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