

How to know you've had a successful enrollment season



Benefits enrollments come and go, but planning for their success never ends. That's why it's smart to determine what worked – and didn't – at your latest enrollment so next year's event can be even better. Here are a few tips to consider:

Send out a post-enrollment survey

One of the best ways to measure enrollment success is by asking participants: your employees. Send out a post-enrollment survey while the process is fresh in everyone's mind to discover great insights that can help you plan for next year. Ask for opinions about this year's enrollment, whether they felt they had enough information to make good benefits decisions and what challenges they faced during enrollment.

Reflect on the process

Ask yourself these questions:

Did my employees receive enough advice and face-to-face interaction during the process?

Take a closer look at the platform your employees used to make their enrollment decisions. If it digitally tracks employee one-on-one meetings with your benefits advisor, find out what percentage of employees took advantage of those meetings.

If relatively few employees met with the advisor, see what you can do to increase that percentage next year. Perhaps setting up a sign-up sheet and posters in a high-traffic area of your facility will do the trick.

Similarly, think about how your benefits-enrollment meetings went. Did all your employees have the chance to ask questions, be heard and feel informed? If one employee dominated a meeting with personal concerns and questions, consider having your benefits advisor address personal concerns after group meetings.

Did employees keep their current benefits, or did they change their elections?

If a significant percentage of employees made no changes to their current benefits packages, it's a good idea to determine whether they received enough guidance and support. For employees, it can be tempting to simply go with what they know. In fact, 93 percent of employees in a recent survey said they choose the same benefits every year.¹ However, employees' lives change, their insurance needs change as well. New benefits choices are a good sign that they've reviewed, researched and considered their options and needs.

Also, determine whether there were benefits that received few or no enrollments. Was low enrollment due to the offering? Was there a lack of clear communication about the benefit?

As you know, a successful benefits enrollment takes time to plan and is a major investment for both your business and your employees. That's why working with the right benefits partner is essential for your enrollment success.

At Aflac, we do enrollment quickly and easily – just the way you like it. Let us show you how.

¹ The 2019 Aflac WorkForces Report is the ninth annual Aflac employee benefits study examining benefits trends and attitudes. Conducted by Kantar on behalf of Aflac, the study captured responses from 2,000 employees and 1,200 employers across the United States in various industries. For more information, visit <http://aflacworkforcesreport.com/>"AflacWorkForcesReport.com.

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