

## HARNESSING GROWTH SERIES

# TECH-DRIVEN TRANSFORMATION:

Enhancing Benefits Delivery  
To Meet Diverse Needs

In today's competitive market, it's crucial to not only offer a comprehensive selection of benefits, but also deliver those solutions with a data-driven and personalized approach. Only then are benefits education and delivery aligned to the generational needs and communication styles of employees to maximize enrollment.



Almost  
**1/3**



of all employers and **40%** of  
**organizations** with 1,000 or more  
workers say that **meeting the  
needs of the multigenerational  
workforce** is a key challenge.



## Employees Desire **PERSONALIZED EXPERIENCES**

Approximately **90%** of employees



say they value personalized, digital experiences as they shop for, select, and use their benefits.



**88%** of Generation Z and  
**74%** of Baby Boomers

rely on their employers to  
provide guidance when  
selecting their benefits.



Among employees who feel very or  
somewhat strongly about mobile benefit  
offerings, **57% of Generation Z**  
and **only 23% of Baby Boomers**  
**prefer mobile apps**  
(versus mobile-friendly websites)  
for benefits tasks and information.

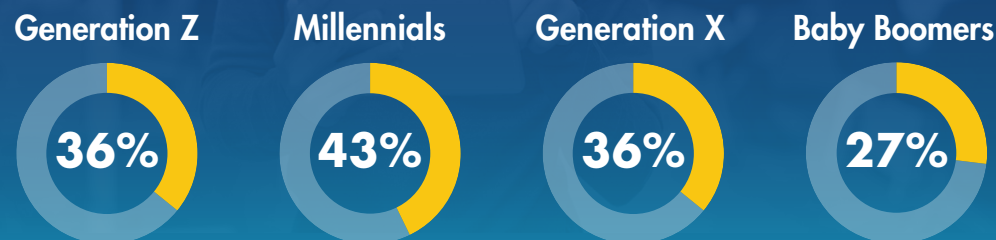
**Millennials** feel most comfortable  
with **digital assistance overall.**



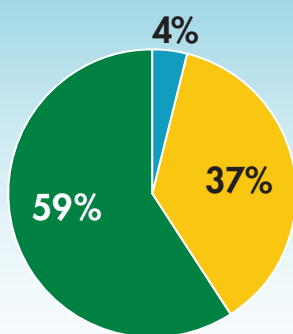
# WHAT **DIGITAL SERVICES** are employees looking for?

**Over 90% of workers** across all generations feel that **benefits guidance** and assistance can be provided somewhat or very **successfully through digital channels** like websites, mobile apps, and other forms of technology.

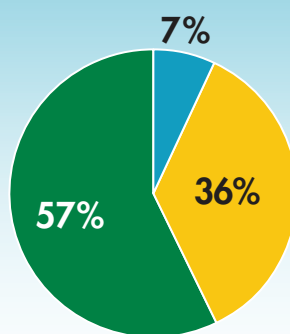
Percentage of employees who feel the use of digital channels for benefits guidance is very effective



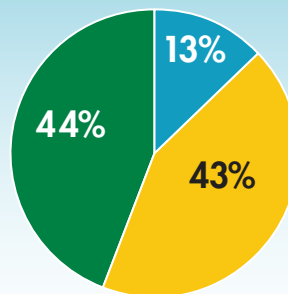
How important is it to have the following digital and online capabilities available to you?



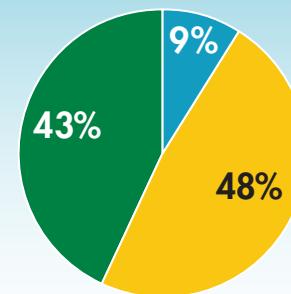
Online enrollment



Online claims submission



Mobile app benefits access



Digital/online benefits communications

■ Not at all important ■ Somewhat important ■ Very important

\*Base: Employees with access to employer-provided insurance or retirement benefits.

# WHAT EMPLOYERS WANT:

## Providing Quality Employer Experiences With **DIGITAL TRANSFORMATION**



**Two thirds of small** employers,  
**70 percent of midsize** employers,  
and **73 percent of large** employers  
say they will rely more heavily on  
**carrier-provided technology**  
in five years.



Among employers, **59 percent** would select carriers based on the carriers' ability to connect with their benefits **technology platform**.

In comparison, **41 percent** would select the carriers with the **best value** product.

Nearly **half of all employers**  
would switch to a different  
benefits provider if their current  
provider were not integrated into  
their benefits technology platform.





# Employers Expressed Their **TOP 5 UNMET** DIGITAL NEEDS

1

Same-day claim payments



2

Self-service/Real-time quoting



3

Text messaging



4

API for employee data exchange



5

Implementation



Have and use   Have, do not use   Don't have but want   Don't have, don't want



# Key Takeaways:

## A MUTUAL NEED For Digital Experiences

Employers seek robust digital experiences that incorporate end-to-end processes, valuing the ability to connect their benefits to a carrier's benefit technology platform.

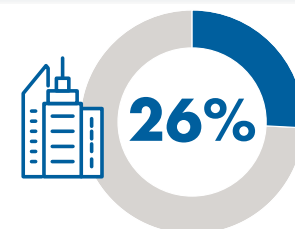
As they shop for, select, and use their benefits, employees value personalized, digital experiences. Technology can play a critical role in delivering and creating engaging education and enrollment experiences for workers. For employers and benefits providers, the ability to deliver customized information, offerings, and guidance to address employee preferences is an important solution they strive for.

For more information, view the full [Harnessing Growth and Seizing Opportunity: 2023 Workforce Benefits Study](#) by LIMRA and EY on [LIMRA.com](#).

### When enrolling or using online benefits



**of employees**  
say online enrollment is very important to them.

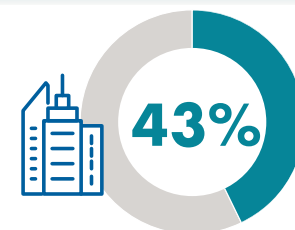


**of employers**  
do not have but would use digital onboarding if it were available to them.

### Looking more closely at the claims process



**of all workers** believe digital intake for claims is an important experience provided by benefits carriers.



**of employers** don't have, but want same-day claims payments.

