BENEFITS WEB GUIDE

Spitfire

In the workplace, digital tools make it possible to accelerate information sharing, boost awareness, ensure tasks are completed more efficiently, and increase employee productivity.

With Spitfire Communication's Benefits Web Guide, you can provide your employees and their families with a robust benefits tool that simplifies the process of finding the right information at the right time.
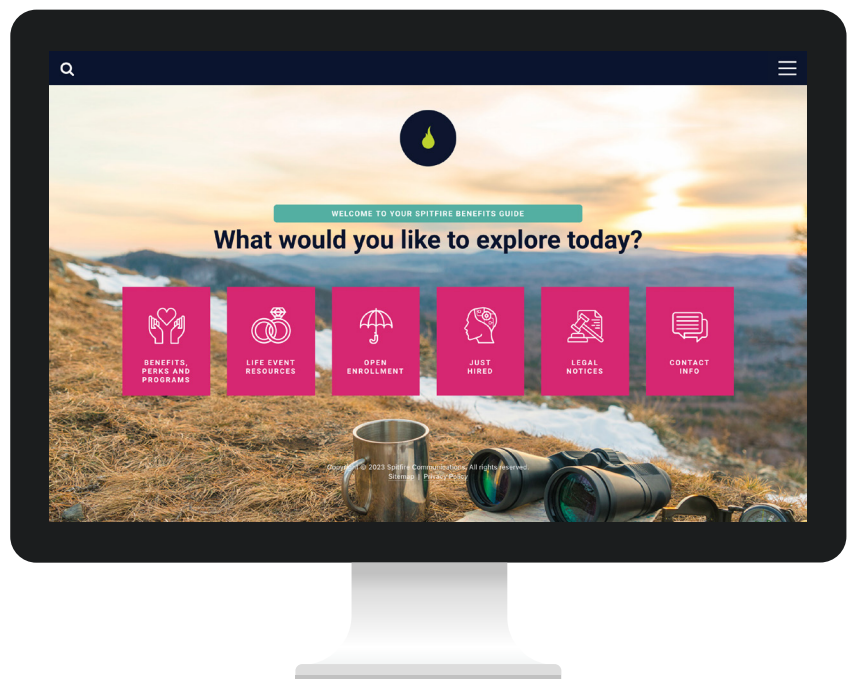
Help your employees, new hires and their dependents make more informed decisions about their benefits by:

- Offering a straight-forward comprehensive decision-support resource

- Ensuring benefit messaging is universal, effective and actionable for everyone

- Making it instantly recognizable by adding your company's branding

- Customizing each section to meet your organization's needs and goals

- Enhancing the visual appeal with graphics, educational videos, digital tools and helpful links

- Using a responsive framework with cross browser/device compatibility

- Adding gamification elements for an even more enjoyable experience!

Our Benefits Web Guide allows employees to compare plans, premiums, and out-of-pocket costs. In addition, it provides a helpful resource to discover voluntary benefit programs, and take advantage of perks/discounts all within a fully responsive platform — anytime, anywhere.

Employees are provided with sectional navigation that focuses on exactly where they are, including:

- New Hire Onboarding

- Open Enrollment Period (active or passive)

- Current Qualifying Life Event Experiences (optional)

34%
34% of employees say they'll get more out of their benefits if the information is easily accessible.
(WTW, 2022)

65%
65% of employees would feel more secure if they had a better understanding of their benefits options during Open Enrollment.
(MetLife, 2022)

HOW CAN SPITFIRE HELP?

Your customized Benefits Web Guide can help keep your employees and their families informed about benefits offerings and changes throughout the year with easy tools and maintenance options. Your platform will be built to your organization and employee-specific needs.

Our team will handle everything from concept to launch, including:

- Custom design template with your colors, logo, and imagery
- Secure and unique URL/domain, annual hosting and SSL
- Information architecture that outlines your navigation, pages, and content flow
- Content creation tailored to your company's benefits
- Content integration including documents, media and vendor resources/links
- Platform maintenance, updates and security monitoring
- Analytics reporting of site data and metrics

In addition to Spitfire's Benefits Web Guide, you will receive two custom-created 6" x 9" announcement postcards!
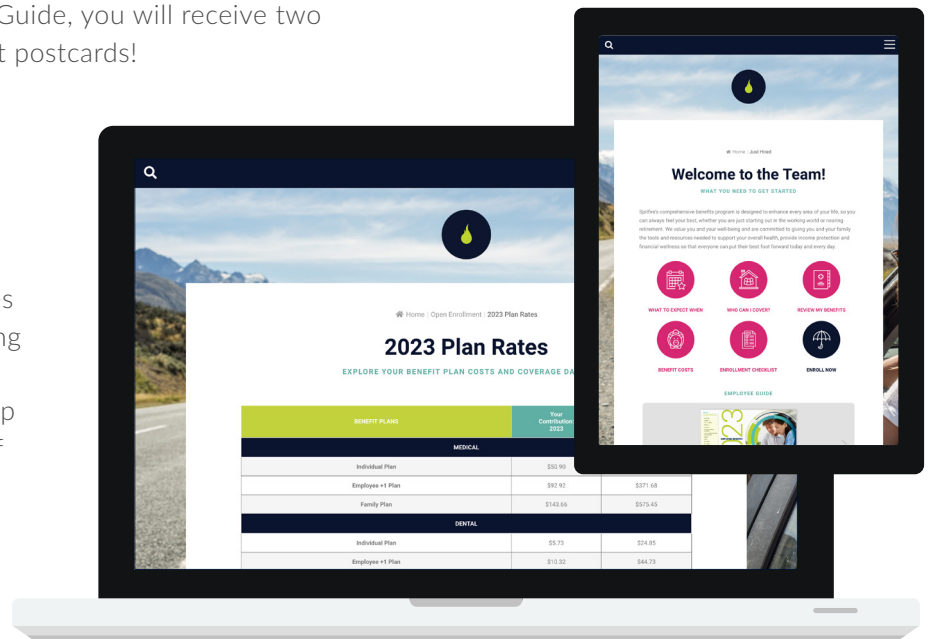
TRACKING ENGAGEMENT

With Spitfire's data tracking tools, we can analyze the engagement metrics of your Benefits Web Guide to see where it's capturing the most attention with tailored reporting to meet your needs.

- Number of visitors
- Bounce rates
- Average page views per session
- Session duration
- Average time on page
- Top traffic sources
- Devices used
- Interactions per visit

✓ **GIVE IT A TRY FOR FREE BY SCHEDULING A LIVE DEMO!**

Take advantage of Spitfire's online tools that your employees can access from anywhere during this year's benefits enrollment season. Learn more by setting up a demo today with a member of our expert team.

If you'd like to learn more or set up a demo, please contact:

KAREN SCATTERGOOD
Account Executive

kscattergood@mySpitfire.com
860-992-9056

mySpitfire.com