



We frequently hear that employees (and HR) are overwhelmed with visiting too many places to find their benefits information. A website can consolidate that into a central hub providing easy access to details on all their available benefits. Increase employee engagement all year long with a well-designed and user-friendly benefits website.



CENTRAL HUB

A convenient one-stop for all benefits information, support tools, enrollment platforms, documents, contacts and calls to action for employees, spouses, partners and dependents to access anytime and anywhere.



TIMELY

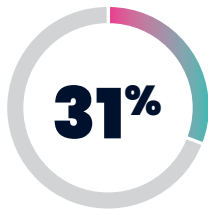
Keep your content fresh and current without the wait of printing or distribution. And, review analytics at any time to see how the data is measuring up against your goals.



TAILORED COMMUNICATION

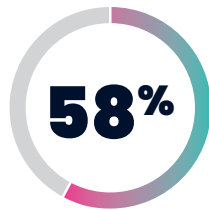
Use analytics to gain valuable insight into what your employees are looking at, asking about and what they're not. This allows you to consistently frame your messaging to meet employees where they are.

WHY CONSIDER A BENEFITS WEBSITE?



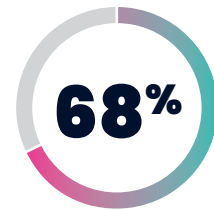
31% of employees said searching for information left them frustrated, which led to **16%** wanting to quit.

(VentureBeat, 2022)



58% of employees feel they spend too much time searching through internal communication materials.

(VentureBeat, 2022)



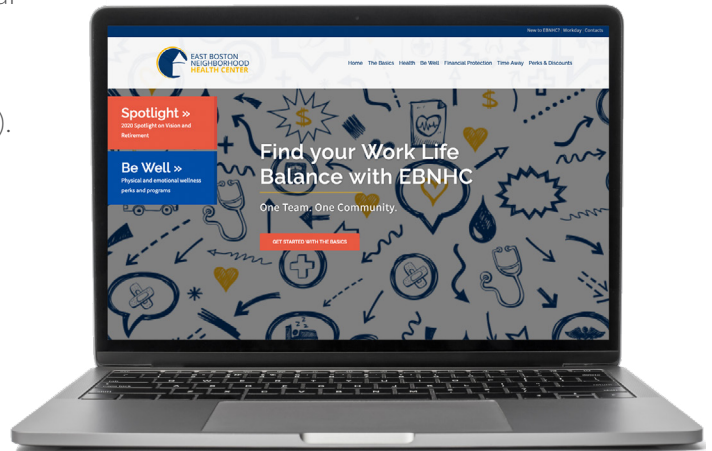
68% of employees have to search within **4 or more data sources every day**, while **18%** search across **7 or more**.

(VentureBeat, 2022)



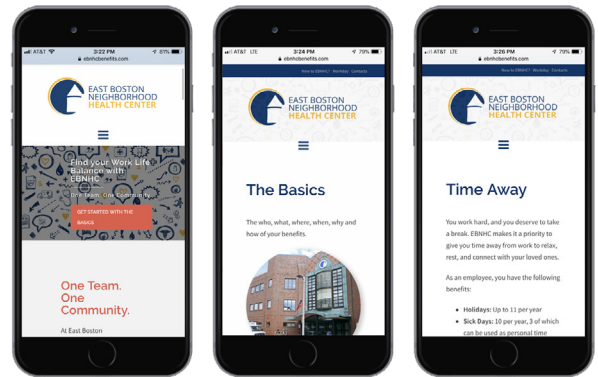
HOW CAN SPITFIRE HELP?

- Develop an information architecture to build the optimal website user experience, including responsive design across all platforms.
- Create a customized website (microsite or landing page). A comprehensive resource for all benefits information, from decision support tools, enrollment platforms, vendor contacts to legal documents and resource material – all in one convenient place.
- Support year-round content management of the site, updating it with timely, topical information as needed.
- Review analytics on website usage and make recommendations to ensure it continues to reach employees where they are all year long.
- Enhance internal organization with HR department-specific pages and targeted communications for an added level of personalization.



KEEP IT INTERESTING, RELEVANT AND EVEN FUN

- Recognize achievements both from the company and individual employees – spotlight contributions that enhance your culture.
- Incorporate social media, videos and a variety of other multi-media platforms to reach a broader audience with varying communication preferences.
- Engage employees with interactive components such as quizzes, polls, contact forms and gamification.
- A sudden pandemic impacting your employees? Get the word out quickly about resources and support available.



If you'd like to learn more, please contact:

KAREN SCATTERGOOD
Account Executive

kscattergood@mySpitfire.com
860-992-9056