



Worksite Easier.

How to engage employees and help drive enrollment.
 Communicate the value of benefits and give them the confidence to act.

The majority of working Americans (63%) see voluntary benefits as essential to their overall financial well-being, yet only 37% agreed completely that they had enough information to make their voluntary benefits selections.*

Plan enrollment with employees in mind.



67% of employees report being very to extremely confident in their benefit decisions.

These employees are **the most likely** to indicate their employer communicates about their benefits very to extremely well.**

A dedicated resource

MassMutual implementation managers bring expertise in enrollment education and strategize ways to best support employees.

Enrollment tracking

We can evaluate the success of our feature-rich products like Group Whole Life insurance and adjust the enrollment and re-enrollment approaches.

Shape the conversation around benefits.



Employees' preferred benefit communications methods vary. For example:**

- 46% want email to their work email address
- 26% want printed material mailed to home
- 13% want a virtual group meeting

Multiple channels

MassMutual builds a multichannel communications plan that meets employees where they are, leveraging best practices to inform and educate them.

Effective communications

We help employees understand how the benefits offered can meet their unique financial needs, tailoring communications by employees' generation and life stage.

Build an experience for today's workforce.



83% of employees preferred to enroll electronically or online, with 75% having used this method for their last enrollment.**

Employee-friendly platform

Electronic enrollment with MassMutual's residentially-hosted platform can guide employees toward more personalized offers and encourage participation.

Flexible enrollment options

We can also meet your group's needs using the enrollment technology you prefer. This includes connecting with a variety of enrollment, BenAdmin and HR management platforms.

To learn more about MassMutual products and services, contact your benefits broker.

FOR EMPLOYER USE ONLY. NOT FOR USE WITH EMPLOYEES.

* Working American Perceptions: Annual Assessment of Financial Well-Being. MassMutual, September 2023

** LIMRA 2024 BEAT Study, Benefits and Employee Attitude Tracker

The product and/or certain features may not be available in all states. State variations will apply. Group Whole Life Insurance (GPWL), (policy/certificate forms MM-GPWL-2014 and MM GCWL-2014, and MM-GPWL-2014 (NC) and MM GCWL-2014 (NC) in North Carolina), is level premium, participating permanent life insurance. The GPWL policy and GCWL certificates are issued by Massachusetts Mutual Life Insurance Company, Springfield, MA 01111-0001.

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