

Communicate with employees the way they prefer

Research shows that SMS (text) open rates are as high as **98%**, compared to just 20% of all emails. And, on average, it takes **90 seconds** for someone to respond to a text and 90 minutes to respond to an email.¹

Annual enrollment is a busy time for everyone. It takes a lot of work to make sure employees understand their benefits and enroll by the deadline. We can help reduce the administrative burden by texting employees enrollment reminders and plan details.

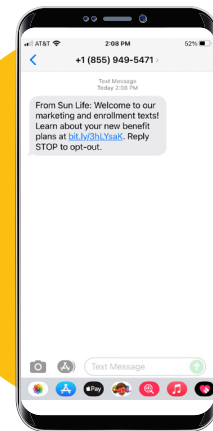
Texting is a preferred way to communicate for most people so they appreciate the option. But don't worry, employees get to choose whether they want to sign up for texts or not. Those that do sign up are more likely to read your communications and act on them.

There are 2 ways to get started:

1. Provide us with a list of employee mobile phone numbers or email addresses. We will reach out to them to sign up anyone interested in receiving text messages.
2. You don't have to provide us anything. We will provide a QR code or hyperlink for employees to sign up on their own.

A broad benefits education plan is the most engaging for employees and this is one more tool to include.

For more information about how Sun Life can help, visit www.sunlife.com/virtualmeetinginabox, or reach out to your Voluntary Solutions Manager.



1. <https://www.campaignmonitor.com/blog/email-marketing/2019/01/roi-showdown-sms-marketing-vs-email-marketing/> (accessed 03/18/21)

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