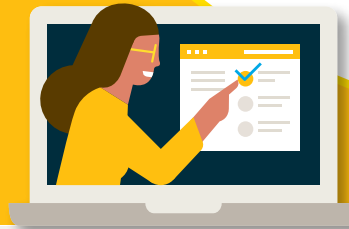


What do employees think about virtual enrollment?

We asked them to find out and we learned some interesting things.¹



88% of employees who have enrolled in benefits electronically find it easier than enrolling non-electronically.



“It was faster.”

“If you make a mistake, it will tell you.”

91% of employees are satisfied with their virtual enrollment experiences.



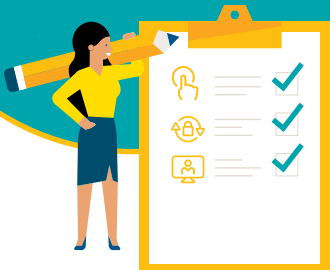
✓ The 2% that were dissatisfied could be improved by offering more online help and speaking with a real person.

We often hear that employees aren't familiar with technology, but that doesn't look to be true.

86% said the virtual enrollment resources were very easy or easy to access.



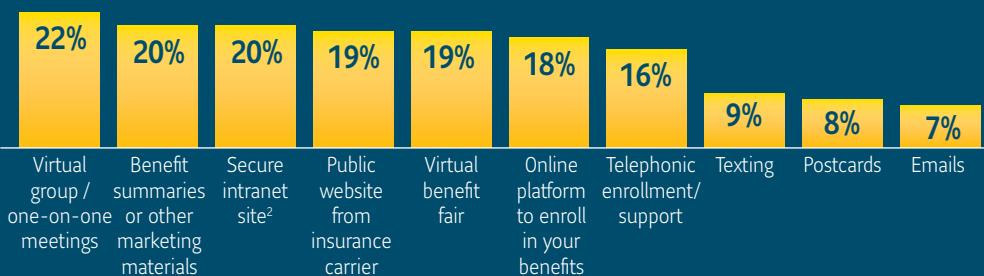
The top 3 resources provided by employers were used by employees, but were not necessarily the ones employees found the most helpful.



Resources to learn about benefits

	Provided	Used	Helpful	<i>Most helpful</i>
1. Emails	73%	53%	89%	
2. Online platform to enroll in your insurance benefits	45%	33%	90%	✓
3. Benefit summaries or other marketing materials	39%	27%	87%	
4. Secure intranet site²	30%	22%	91%	✓
5. Virtual group / one-to-one meetings	25%	14%	90%	✓
6. Telephonic enrollment / support	23%	13%	85%	
7. Public website from the insurance carrier your company uses with information about insurance benefits	20%	11%	86%	
8. Virtual benefit fair	18%	9%	78%	
9. Postcards	16%	8%	88%	
10. Texting	10%	5%	80%	

What resources would employees like to receive that they didn't?



Another piece of good news!

96% of employees understood when they could use their benefits and have used them.

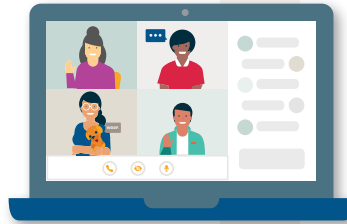
83%



1. Fielded May through July 2021, a total of 1,000 people who enrolled virtually in 2020 were interviewed. Fieldwork was conducted online using the Maru/Blue panel. The margin of sampling error is +/- .98 percentage points (total weighted sample).

2. Secure intranet site (only employees from your company can access this) with information regarding your insurance benefits

Sun Life offers our **virtual meeting-in-a-box** that you can use to customize the right solution for your group. Once you pick one resource, there is no additional effort to add more so go ahead and pick all the resources you think will work best.



- ✓ Virtual group or 1:1 meeting support
- ✓ Customized enrollment landing pages
- ✓ Telephonic support for 1:1 communication to employees
- ✓ Text communications
- ✓ Spanish enrollment support
- ✓ Online scheduling tool
- ✓ Your own platform + our benefits communication support
- ✓ Maxwell Health – our benefits administration platform

Talk to your **Voluntary Solutions Manager** to learn more or visit [sunlife.com/virtualmeetinginbox](https://www.sunlife.com/virtualmeetinginbox).

Keep in mind...
Employees who did not feel their employer provided enough information about benefits **received less than 2 resources.**

