

# Simplify your benefits campaigns

Campaign Tool automates employee-centric communications journeys for higher engagement

Disconnected data and manual processes make it impossible to personalize time-sensitive customer communications. Campaign Tool cuts through the complexity to deliver guided experiences for every employee. Replace your manual benefits communications with a faster, more accurate solution.

## The blueprint for better benefits communications

Synchronize your data and workflows in one easy-to-use dashboard. Simply choose a template, select the relevant information to include, and let the platform do the rest. The “Create once, distribute everywhere” model applies business rules, employee preferences, and compliance standards to automate composition and multi-channel delivery.

Detailed performance metrics reveal opportunities to adjust outreach plans and optimize outcomes as you go. With flawless execution and continuous improvement, you’ll constantly demonstrate significant value to your clients.

## Build more winning campaigns

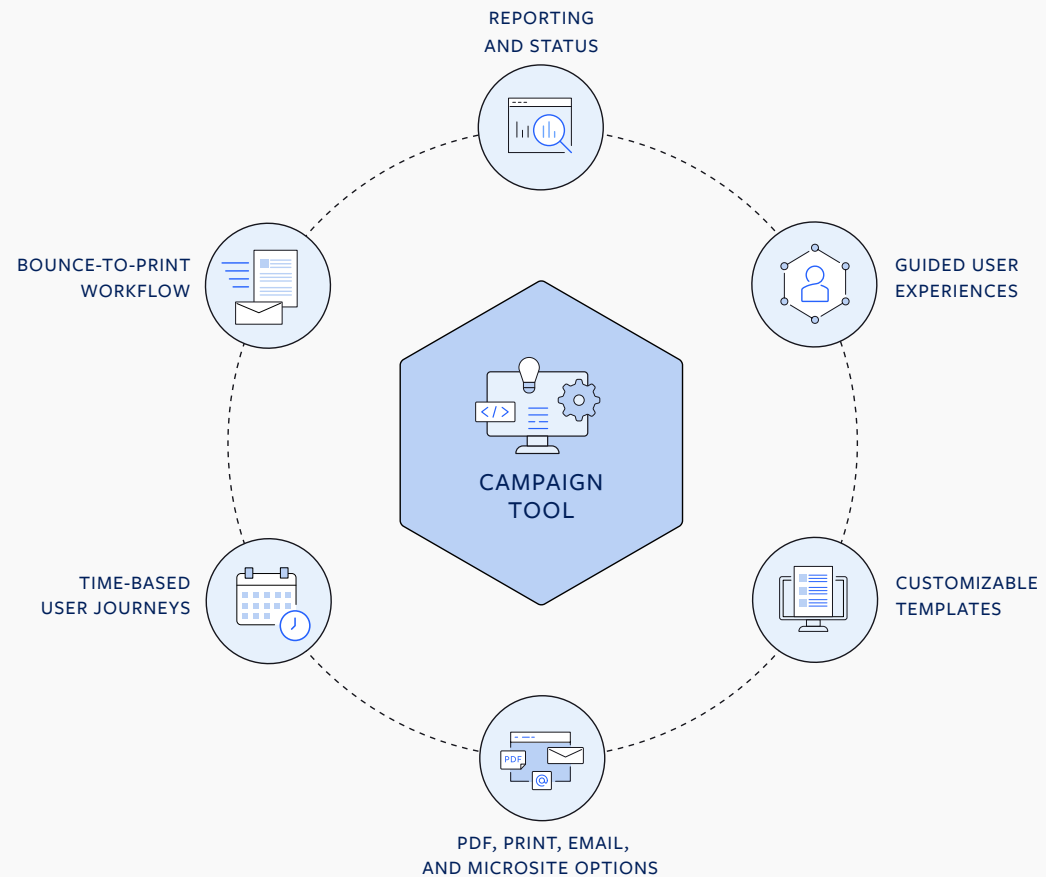
Campaign Tool provides transactional communications and multi-touch journeys that drive results across the benefit ecosystem.

**Greater ROI:** Deliver communications more quickly and at a lower cost, while minimizing manual errors. Use actionable data to maximize efficiency.

**Enhanced productivity:** Eliminate time-consuming, error-prone manual tasks that slow operations through a guided user experience built for benefits.

**Operational excellence:** Make every touchpoint timely, accurate, and compliant.

**Our intuitive toolkit supplies everything you need for letters, enrollment, education, claims, and other actionable communications.**



# Campaign Tool: Construct data-driven communications and campaigns that keep employees engaged

Stop struggling with manual processes and disparate solutions. Access end-to-end efficiency, visibility, and control on our comprehensive, scalable solution for guided benefit communications and multi-touch campaigns.

## Automated simplicity

Optimize benefits communication and journey orchestration with a solution that combines UI interactions, data feeds, and business rules to automate document composition and distribution across email, microsite, and print channels.

## Exceptional accuracy

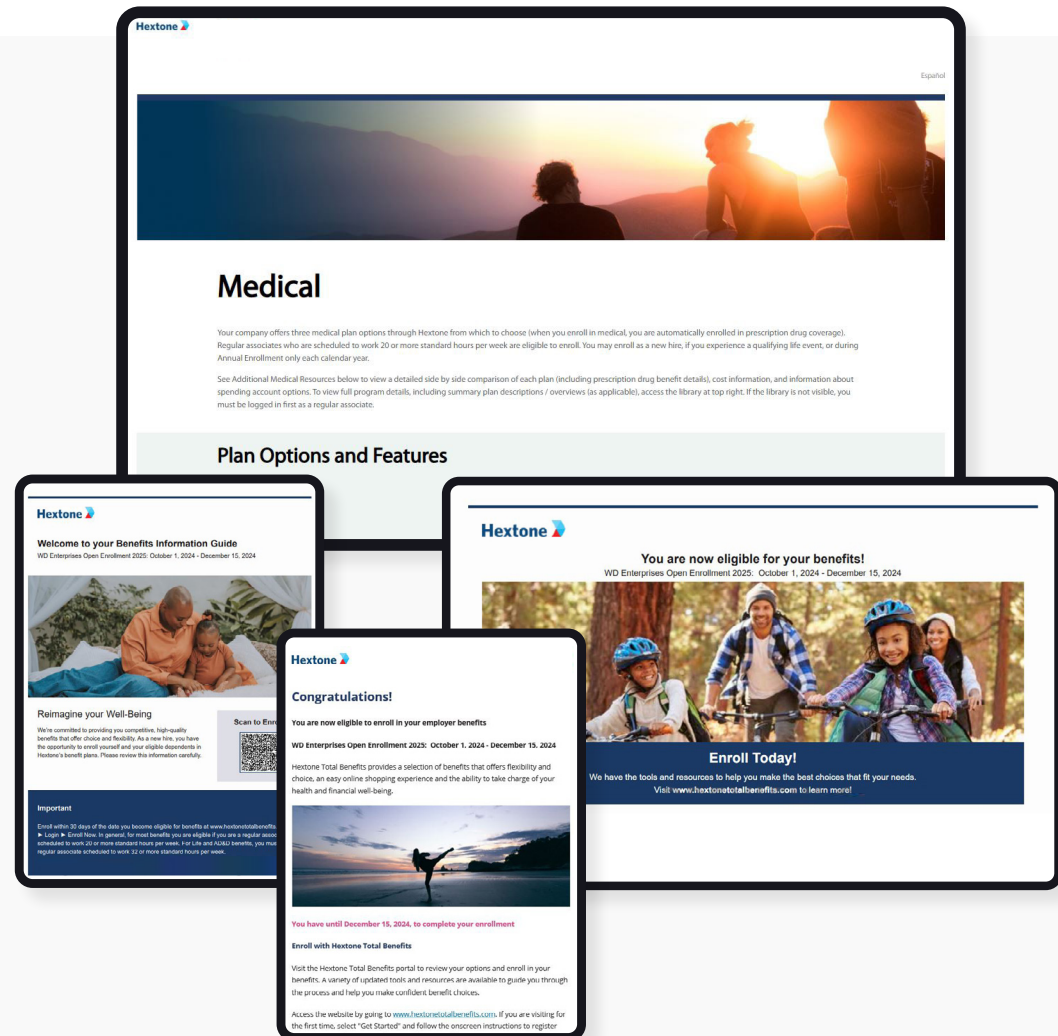
Integrate data from multiple sources to efficiently execute timely, compliant campaigns.

## Dynamic personalization

Build personalized journeys with pre-built templates that incorporate individual preferences, needs, and milestones. Easily incorporate client branding and apply relevant imagery and messaging across campaigns.

## Integrated analytics

Capture and analyze detailed metrics to facilitate healthier engagement levels and empower employees to make the most of their benefits plan.



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Optimize every employee benefits journey with Campaign Tool

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