

METLIFE SOLUTIONS TO ADDRESS THE VOLUNTARY BENEFITS GAP



There are three fundamentals to ensuring a successful voluntary benefits campaign:

1. Product Structure:

- If you've never offered voluntary benefits, pick a manageable number up front; say two for the first year. Life insurance is a great start. From there, evaluate an income protection, dental or supplemental health product option.
- Work with your MetLife team to pick the product provisions and offers most relevant to your employees.¹

2. Delivery:

- Engage employees in a number of ways so they better understand what products are available to them (website, group meetings, risk assessment/product overviews).
- Pick a primary method for enrolling: One-on-one meetings, group meetings with enrollment forms or self-service online. If you have too many ways to enroll, tracking enrollment and participation can become difficult.
- Keep it personal: MetLife offers benefit solutions to meet employees where they are in life and make it simple to enroll through a customer-centric philosophy to voluntary benefits.

3. Partnership:

- Select a partner you can trust and rely on, one who strengthens the value of your overall benefits package without increasing costs.
- Align with a provider, like MetLife, who can keep the enrollment process easy for both your employer and your employees.
- Partnering with MetLife gives you access to our consultative local teams, as well as our global resources. By working with our specialists we can ensure you have the superior customer experience you expect from MetLife.



For more of the latest findings from MetLife's *Study of Employee Benefits Trends*, visit BenefitTrends.MetLife.com

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The MetLife logo consists of the word "MetLife" in a bold, blue, sans-serif font. The "M" is significantly larger than the other letters, and the "e" and "i" are connected.

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