

A woman in a white shirt is smiling and looking at a laptop screen. The image is split vertically: the left side is a solid blue overlay, and the right side is a grayscale photograph of the woman. The text is overlaid on the blue section.

Namely  HR for Humans

Open Enrollment **Feedback Template**

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INTRODUCTION

Did you know that **26 percent of people** would rather skip their morning coffee or give up their favorite food rather than complete their benefits enrollment?

Perhaps even more frightening statistics are: **49 percent of your employees** will look for a new job in the next 12 months due to confusion or dissatisfaction with benefits, and a whopping **31 percent of employees give their employer a “C” or lower** when it comes to Open Enrollment.

How does your company stack up? Are your employees satisfied with their benefits offerings? Is Open Enrollment simple and enjoyable for them? Or do they dread it yearly?

Getting employee feedback on company processes like Open Enrollment is an important way to show that you’re listening to your employees and taking their feelings into account.

Asking employees for feedback on their Open Enrollment experience will help you identify where your initiatives have succeeded, as well as areas for improvement. For example, the employee may have felt they needed more information or preparation to make their decision. This year, a completely virtual enrollment could have created ease of use or caused more confusion. Sending out a brief survey will help you gain a sense of where your employees stand so you can enhance the process for next year.

Let’s look at some stats:

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Not sure where to start?

No worries. Namely’s got your back. We’ve built out an Open Enrollment Feedback Template for you to use to take your employees’ pulse on everything from communications to benefits offerings and enrollment technology.

A man with glasses is sitting at a desk in a blue-tinted office environment. He is looking at a smartphone in his right hand while his left hand is on a laptop keyboard. The desk has a laptop and some papers on it. The background shows a whiteboard with some faint writing.

Open Enrollment **Feedback Topics**

EDUCATION & COMMUNICATION

When it comes to Open Enrollment, one of the most important things that employers can do is educate their employees—on the OE process, benefits options, enrollment technology, important dates, and more.

Still, on average only **22 percent** of employees feel confident that they understand all the benefits they signed up for during their last enrollment.

This year, OE was further complicated by many employers finding themselves adjusting to a **fully virtual Open Enrollment** for the first time ever.

How did your company do this year? Did you launch new ways of communicating with employees like text message campaigns, virtual benefits fairs, postcard reminders, education sessions, or video office hours? Did your employees feel comfortable and confident in their selections? Did they even know it was time for Open Enrollment?

It's imperative to ask yourself these questions when reflecting on this year's Open Enrollment experience. But the best way to get feedback on your processes and communications is to simply ask your employees what they thought.

Here are some example questions you can use to get the conversation started:

1. On a scale of 1-10, how prepared did you feel to make benefits selections during Open Enrollment this year?
2. On a scale of 1-10, how confident are you that you made the right selections?
3. Did you feel you were given enough time to research and evaluate your options before selecting?
4. How long did you spend researching your benefits options?
5. Did you attend our virtual informational sessions? If yes, did you find it useful?
6. If we hosted a virtual benefits fair next year, would you attend?
7. In the future, how would you prefer that we communicate your benefits options?
8. Is there anything we should do differently next year?

BENEFITS OPTIONS

There's no doubt that people's daily lives have changed drastically due to COVID-19. The sudden adjustment to remote work threw employees across the country for a loop—especially those who had to start balancing remote work with **child care** or began experiencing **work-from-home burnout**.

According to the Kaiser Family Foundation's recent poll, **45 percent** of adults have experienced anxiety and stress related to COVID-19. MetLife's annual benefits report also found that **44 percent** of employees said that their mental health has been their biggest wellness concern during the pandemic.

With all of COVID-19's impacts, it's not surprising that certain benefits have become more popular than ever before over the past few months.

In fact, when comparing data from late 2019 to data from April 2020, MetLife found that employees are now **more likely** to think that it's their companies' responsibility to support their health and wellness. To react to this change in demand, **32 percent** of companies have added or expanded their virtual and **telehealth** programs for 2021.

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BENEFITS OPTIONS CONT'D

As for mental wellness, MetLife's annual benefits report found that **25 percent** of companies expanded their mental health support for the new year, including offering 24/7 help lines, discounts on mental health apps, and Employee Assistance Programs (EAPs). Employers also started offering virtual physical wellness benefits, such as online fitness memberships, virtual workout classes, at-home workout equipment, and free seminars on topics like diet and at-home workouts tips.

In addition to **wellness benefits**, employees have recently started adding other types of benefits to their plans. Since many employees are working remotely while their children are at home, caregiving benefits have been on the include. According to Mercer's recent survey, **55 percent** of companies are letting employees who are caregivers adjust their working hours. For employees who are struggling to find child care, **63 percent** of companies are allowing them to continue working remotely until they find proper coverage.

Regardless of whether you introduced new benefits due to COVID-19 or didn't touch your plans from last year, it's crucial to ask your employees how they feel about the benefits you offered for 2021. As you collect feedback on your past Open Enrollment, get a pulse on how satisfied your employees were with your offerings.

Not sure where to start? Here are some example questions:

1. Overall, how satisfied are you with your current benefits plan?
2. Which three benefits in your plan are most important to you?
3. Are there any benefits you wish your company offered?
4. How satisfied are you with your current healthcare insurance?
5. How satisfied are you with your current wellness benefits?
6. How satisfied are you with your current PTO plan?
7. Are there any voluntary benefits you wish your company offered?

ENROLLMENT EXPERIENCE

HR professionals often struggle with Open Enrollment due to outdated technology and business practices, and many employers are challenged by low employee participation and expensive, time-consuming roll outs.

When reflecting on the success of your Open Enrollment program, it's critical to gather feedback from employees not only about the quality of their benefit offerings, but also the overall experience of enrollment.

Not sure where to start?

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ENROLLMENT EXPERIENCE

On average, [employees only spend 18 minutes enrolling in benefits](#). This is likely because they have waited until the end of the period to enroll, or they find using multiple vendors confusing. Improving benefits engagement requires making benefits platforms easier to use, understand, and elect.

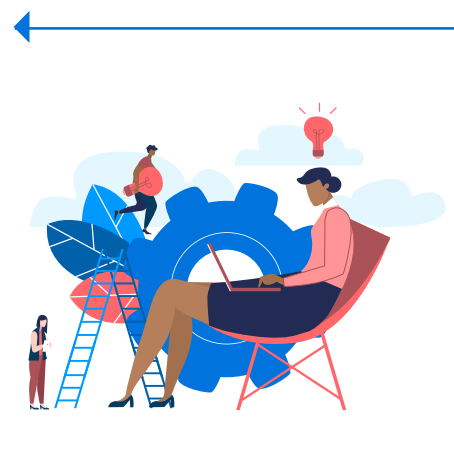
Using an online portal with self-service features could be especially helpful in reminding employees of critical dates and allowing them additional time to browse options at their own convenience.

Benefits enrollment software also inherently reduces error and ensures compliance. For instance, SHRM estimates an error rate of [3 percent](#) occurs on total benefit premiums when the administration is processed manually. Online platforms provide reliability, accuracy, and convenience for your workforce, encouraging employee engagement and participation. They are a compelling solution to the manual inefficiencies and discrepancies that occur with paper enrollment.

Using technology that is seamlessly integrated with HR and payroll can drastically improve both administrators' and employees' enrollment experience.

Namely's [Benefits Administration](#) and paperless enrollment wizard and instinctual platform design make enrolling in and updating benefits selections a breeze—saving time, reducing errors, and increasing employee engagement.


[Namely's Benefits Advisors](#) also go the extra mile to assist you with importing all of your plans into the platform to ensure you can streamline Open Enrollment and manage ongoing changes, all within Namely. You can also upload benefits guides and FAQs to your company resources folder within Namely, so employees can review plans and policies on their own time. Namely ensures that all users have a worry-free and productive enrollment experience.



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Open Enrollment **Feedback Template**

1

COMMUNICATION & EDUCATION

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4. How long did you spend researching your benefits options?
5. Did you attend our virtual informational sessions? If yes, did you find it useful?
6. If we hosted a virtual benefits fair next year, would you attend?
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2

BENEFITS OPTIONS

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7. Are there any voluntary benefits you wish your company offered?

3

BENEFITS OPTIONS

1. How would you rate your overall enrollment experience? How could it be improved?
2. How easy was it to enroll in benefits?
3. Did you feel your benefits enrollment platform was conducive to online enrollment?
4. Was the benefits enrollment platform user friendly?
5. How long did it take you to enroll in benefits?

A photograph of three business women in a meeting, overlaid with a blue tint. One woman is standing and leaning over a table, while two others are seated at the table. They appear to be reviewing documents or a laptop. The text 'How to Act on Feedback' is overlaid on the left side of the image.

How to **Act on Feedback**

HOW TO ACT ON FEEDBACK

A recent Salesforce survey found that employees are **4.6 times** more likely to feel empowered when they feel like their voice is heard, and Achievers' 2020 Engagement and Retention Report found that **90 percent** of employees said they'd be more likely to stay at a company that takes their feedback into account.

So remember: getting feedback from your employees means nothing if you don't act on it.

Based on the results of your Open Enrollment Feedback Survey, evaluate the OE resources provided to your employees and examine how easy it was for them to make the right selection. You will also understand how effective your communication channels were, how frequently you should be reminding employees to enroll, and how consistent the outreach from your HR department has been.

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With this knowledge at hand, you can adjust your benefits plans for the next Open Enrollment period and ensure that your communications plan is air tight.

ABOUT NAMELY

Distinguished by its intense commitment to diversity, equity, and inclusion, HR technology leader Namely is an employer of choice that helps mid-sized employers and their employees thrive.

Delivering and streamlining the complexities of recruiting, onboarding, time & attendance, performance management, benefits administration, compliance, payroll and analytics from a single platform, Namely also offers Managed Payroll and Benefits services. The company further differentiates the client experience through personalized service and easy-to-use applications. Learn more at [Namely](#) and follow us [@NamelyHR](#).

ABOUT NAMELY BENEFITS ADMINISTRATION

Today's workforce has high expectations when it comes to employee benefits. Top talent expects more than just basic medical, dental, and vision coverage. Fertility benefits, flexible scheduling, student loan reimbursement, child care assistance, and more—many employers are turning to eye-catching voluntary benefits to attract job candidates and keep employees engaged.

But between researching and selecting benefits, managing open enrollment, maintaining carrier feeds, and reconciling carrier billing, overseeing your company benefits is often time-consuming, messy, and manual work.

Not to mention, the benefits themselves can cost your company big. The Bureau of Labor Statistics estimates the average cost of employee benefits for employers is \$11.60 per hour.

How can you make sure your business offers the best plans and best coverage at the best price rate? Namely's team of dedicated benefits experts and our robust HR technology is here to help.

Our team of dedicated benefits experts—with years of industry experience, deep carrier relationships, and knowledge of compliance—can help you cross-compare benefits options and create the most competitive, cost-effective package for your employees. Our team knows how to advocate for small and mid-sized businesses, so you can rest easy knowing we've negotiated on your behalf to get you the best coverage within your budget. That's not all—Namely's dedicated support team will help you stay compliant with ACA, COBRA, ERISA IRS, and any applicable state laws.

Plus, with Namely, you'll gain access to our modern and intuitive benefits administration technology that is seamlessly integrated with HR and payroll. Our benefits advisors go the extra mile to assist you with importing all of your plans into the Namely platform to ensure you can streamline open enrollment and manage ongoing changes all from Namely.

But the Namely platform doesn't just make it easy for you to administer benefits, it also makes managing benefits easier for your employees. Our enrollment wizard and intuitive platform design make enrolling in and updating benefits selections a breeze. Plus, you can upload benefits guides, FAQs, etc. to your company resources folder within Namely, so employees can review plans and policies on their own time.

To learn more about how Namely's software and services can help you administer benefits and engage employees, [click here to get a personalized demo](#) from one of our product experts.

The screenshot displays the 'Medical' selection page in the Namely Benefits system. At the top, there are navigation tabs: 'Who's Covered', 'Health Coverage', 'Company Provided', 'Voluntary', and 'Submit'. The 'Health Coverage' tab is active. On the left, a summary shows 'Your Contribution \$590.97 per paycheck' and 'Employer Pays \$228.95 per paycheck'. The main content area is titled 'Medical' and includes a 'Waive' section with a 'Waive Medical Coverage' checkbox. Below this, there are two steps: '1. Who needs coverage?' with three checked options (Clara Orth - Employee, Rose Parkes - Child, Ryan Parkes - Spouse) and '2. Select your plan.' which shows a table of three plan options. The 'Current Plan' is Aetna PPO, which is selected. The table lists the provider as Aetna and the deductible as \$1,000 for individual coverage.

Who's covered	Aetna PPO	Aetna HMO	Aetna PPO (Buy-Up)
Family	\$452.30 per paycheck	\$352.30 per paycheck	\$650.00 per paycheck
Provider	Aetna	Aetna	Aetna
Deductible - Individual	\$1,000	\$0	\$500