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It’s Time for a Unique Benefits Solution

Service, Expertise, and Technology You Can Trust

It’s More Important Than Ever to Get Benefits Right

In a post-COVID-19 world, health benefits have become a top priority for many employees. One study found that 65% of workers would give up bonuses, PTO, and flexible hours for better health benefits.

As it becomes harder to attract and retain talent, employers have been quick to take note and have begun to reevaluate their benefits and the systems they use to keep things running smoothly.

At the same time, however, employers are dealing with economic uncertainty while bearing the brunt of increased healthcare costs at unprecedented levels. Mercer’s National Survey of Employer-sponsored Health Plans found that health benefit costs increased 4.4% in 2022, and an even greater jump — 5.6% — is expected in 2023. This leaves many organizations in the tough position of ensuring they not only get everything right when it comes to employee benefits, but that they do it in the most cost-effective way possible.

With so much on the line, many employers have turned to software to optimize their benefits. In fact, the 2022 Guardian Workplace Study found that nearly half of employers have increased their spending on benefits-related technology in the past year. But as employers gear up to find solutions to help them navigate the ever-growing complexities of benefits administration, how can they be sure that they're selecting what's right for their company and the workforce?

It's never been more important to deliver benefits that matter to employees, which requires a benefits administration platform that delivers on its promises. Employers, brokers, and carriers also need a benefits administration solution they can rely on.

It's time for a solution that is:

- Designed to work for you and poised to drive results
- A strategic partner that understands the importance of a dialogue with employees about their benefits
- A step beyond the cumbersome legacy brands and shiny but shallow newcomers that currently flood the market
- Able to provide expert service and support every step of the way

Read on to learn more about the current landscape of benefits administration, the challenges employers are facing, and the solutions you need to overcome the complexity of benefits administration.

It’s Time for Benefits Solutions That Actually Simplify Processes

In the continuous demand to keep up with the new normal, employers have resoundingly turned to disparate and disconnected solutions, often worsening the issues they are looking to solve.

HR leaders often pile on new tools, expecting improved results with every added solution. In 2019, the annual G2 State of Software Happiness report found that more than half of the employees surveyed were using more software tools than two years ago.

COVID-19, the Great Resignation, and the looming threat of an uncertain economy have only accelerated that trend. When the same study was conducted in 2021, 64% of surveyed companies planned on buying five or more software tools in the coming year — and 55% planned to increase their software spending.

As a result, organizations now have an overwhelming number of tools to keep up with, learn, and operate. These tools rarely integrate with each other, creating workflow silos that inadvertently exacerbate many of the issues they’re meant to solve.

Too many tools often leads to diminishing returns and makes the very workflows companies aimed to fix even more time-consuming and complicated.

The problem isn't necessarily the solutions themselves; it's using a piecemeal approach that employers often use to tackle different parts of their larger HR woes.

New technologies and platforms can provide immense support for your benefits team. But if these pieces of technology cannot integrate with your current solutions, their value will be severely limited. Every new solution that is tacked on means training employees and undergoing an entirely new implementation process.

If these solutions do not integrate under a single platform, HR professionals and employees quickly start to feel overwhelmed.

The result? Many of these solutions often go unused. Or, when they do get used, they overcomplicate the very processes they were designed to fix. And given the disparate nature of these solutions, it becomes difficult to benchmark or calculate the value they actually deliver.

So, What Should Employers Look for in a Ben Admin Solution?

In looking for better benefits solutions, employers need solutions designed by people who understand the needs of benefits professionals and the problems they are looking to solve. HR and benefits leaders need partners — not just apps — that ensure they can meet organizational challenges and goals.

Even more, they need solutions that deliver a seamless, systematic experience through clean integrations.

In looking to combat SaaS sprawl, employers should consider the following when evaluating their current HR tech stack:

- Do the different components of your HR tech stack talk to each other, or do certain pieces exist in a silo?
- Do your HR solutions provide a way to measure and track effectiveness?

Does your current HR technology stack include components that integrate workflows and processes under a single solution?

An integrated benefits solution, from a trusted partner, is critical to achieving success.

MetLife's 2022 survey of trends in employee benefits found that 80% of employers say meeting the needs of employees across all life stages and across the entire diversity spectrum has become an "important benefits objective."

It's Time for Benefits Solutions That Level Up Employee Communications

If your ben admin platform doesn't deliver strategic insights or allow you to have better employee communication, it's simply falling short.

Many employees only think about their health benefits when they have to use them or when they're selecting plans during open enrollment. Benefits professionals, however, know that open enrollment is just the tip of the iceberg. From an organizational standpoint, benefits have become more important than ever. So has the way they're communicated and expected to contribute to a better employee experience.

WTW's 2022 Global Benefits Attitudes Survey found that over half of employers (52%) the previous year had acted to enhance their company's enrollment experience, while another third (34%) were planning to do so. Now, according to the survey, it's incumbent on employers to develop intentional, ongoing employee listening strategies with regular check points that help employers take the pulse and understand evolving workforce sentiments and needs.

In fact, as employers continue to feel the effects of the ongoing Great Resignation, healthcare benefits have become an integral part of talent retention strategies.

With the right tools to garner meaningful data and insights, companies now have the opportunity to deliver employee communication that is targeted, personalized, and more effective for employees to make educated decisions about their benefits.

To offer truly great healthcare benefits, and to help leaders ensure they are delivering on what employees expect, benefits professionals need solutions that give them a clear picture of the entire benefits landscape in their organization.

When employers properly leverage employee data and develop strategic benefits communication, they help employees make informed decisions, get the most out of their plans, and improve their employee experience.

Benefits managers can utilize reporting and analytics to understand the overall usage of the benefits they're offering. These analytics are critical in enabling benefits professionals to recognize:

- Which plans are most popular
- What benefits are being left on the table
- The different usage trends among different employee groups

This data is crucial in making sure that employees are supported to select the best benefits for their needs and pocketbooks and to help organizations better manage the plans they offer.

Tap Into Employee Benefits Data to Better Understand Your Employees

Meanwhile, although annual enrollment represents one part of the benefits timeline in any organization, the employee data gathered around open enrollment can empower HR professionals to positively impact the organization beyond just benefits offerings. For example, as diversity initiatives have become more important than ever — for example, to retain top people and improve employee satisfaction — employers must ensure they're providing every employee with the benefits plans and education to make informed decisions.

Companies can't do that without good data. Understanding trends in benefits usage among different employee groups — by race, sex, age, location, and other factors — can help HR professionals create customized communication campaigns to help employees select the right benefits.

The strategic use of benefits data can even go a step further: improving communication directly with employees. To be truly strategic, benefits solutions should allow employers not just a chance to see the big picture, but to home in on different employee groups and create direct channels of feedback and communication year-round.

It’s Time for Solutions That Defy the Norm

If you’re opting for a perceived safe-choice legacy system or a boutique newcomer to the benefits administration market, you may face limitations in the solutions you get and reach less-than-optimal outcomes with your benefits administration.

In the world of benefits solutions and the even wider world of HR tech, most of the market is flooded with solutions that fall into one of two buckets: legacy systems and boutique newcomers.

Let’s take a fair look at each.

Legacy systems often extend far beyond the world of benefits. This can be great — delivering an all-in-one solution for all of your workforce management needs. But it also runs the risk of diluting the vendor’s interest in, dedication to, and expertise around benefits administration. Usually categorized as payroll and HRIS solutions, these platforms often “throw in benefits administration for free.” HR leaders need to make sure these free tools don’t come at the expense of quality and results.

Ask yourself: If a solution is free, how much is it really worth?

For example, many legacy benefits platforms offer little configuration, which requires employers to match their plans to what's available in the vendor's system. Plans that are not in the system must either be entered and administered manually or, in some cases, dropped altogether — to reduce complications for the vendors.

Secondly, while ben admin components might be free, they are often bundled with a larger system that is altogether slow and difficult to operate. This frustrates HR leaders and their employees alike.

A survey by OnePoll found that:

77% **of U.S. employees are frustrated with legacy HR technology**

67% **said they would be willing to take a pay cut in exchange for access to better software and technology**

The market has taken note. A recent study by William Blair projects that the employee benefits technology market is poised to grow at 7% through 2027. Newer, however, is not always synonymous with better.

While new boutique options may be faster and even more specialized than legacy counterparts, they often lack expertise.

Many newcomers lack experience tackling complex benefits administration and have limited industry knowledge and understanding. Not only do the systems themselves fall short, but support and customer service also often prove inadequate.

Benefits Software Should Be Built for You, Not the Other Way Around

Benefits plans are complex and often don't align with the internal rules and structures built into most benefits administration solutions. Benefits professionals often need to omit certain rules or plans as a result, which creates more work in the long run. In some cases, omitting rules or plans leads to costly compliance errors.

Across many new and old benefits administration systems, the ones that can match employers' benefits offerings often come with the additional cost of out-of-scope development or extra implementation.

It's simple: Your plans should uniquely fit your employees, and their underlying administration platform should be able to accommodate them.

It’s Time for a Partner That Helps You Every Step of the Way

HR professionals know that changing benefits software can be a long and involved process. Still, it’s a necessary process that can reduce manual workloads and create a better employee experience both inside HR and throughout the company.

Sadly, the results are often far different. A new study by Kelton Global found that about 60% of HR professionals reported regretting an HR tech purchase. The number one reason: poor customer service.

All too often, customer service becomes an afterthought during the purchase process — for both the buyer and the vendor. After all, no one wants to talk about the shortcomings of a platform during a demo. Yet customer service can make great software stand out from the rest. For HR software to truly deliver on its promise, customer service must be knowledgeable, accessible, and strategic.

For the best experience, customer service should go far beyond troubleshooting. Serving customers should mean being their partner, anticipating their needs, and being there every step of the way.

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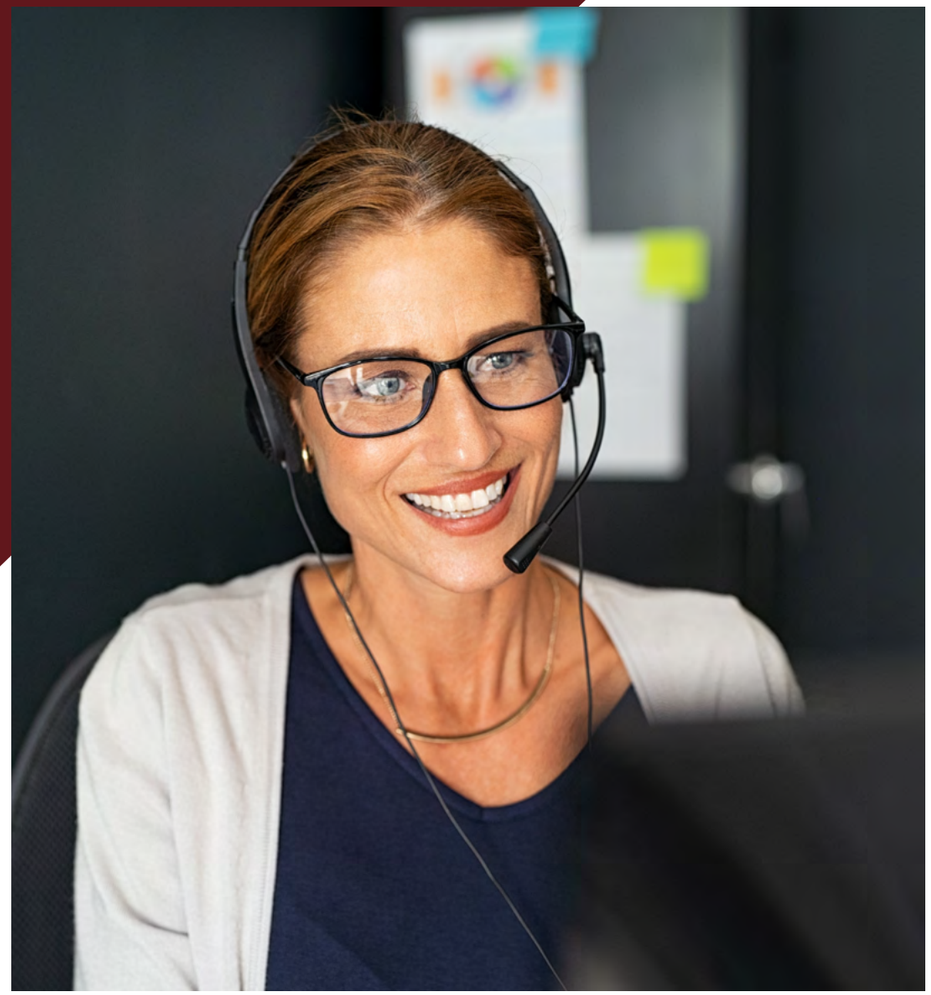


What does good customer service in the world of benefits look like? It should:

- ✓ Start at the initial consultation and provide expert guidance every step of the way.
- ✓ Be about more than just fixing things; good customer support means helping buyers make the most of their purchase and ensure they are providing the best possible benefits.
- ✓ Include a knowledgeable business partner that works alongside your HR team to help them succeed.

Meet Selerix: Benefits Solutions You Can Trust

So, with the stakes never higher to get benefits administration right, what would solutions look like that can help you do just that, confidently and securely? It would look like Selerix.

Selerix is the fully featured, all-in-one benefits administration solution with unmatched technology and best-in-class service. More than a tech platform, more than a consultancy — Selerix delivers flexible and integrated benefits administration, employee engagement, and ACA compliance solutions.

20+
Years of Experience

20,000+
Employer Groups

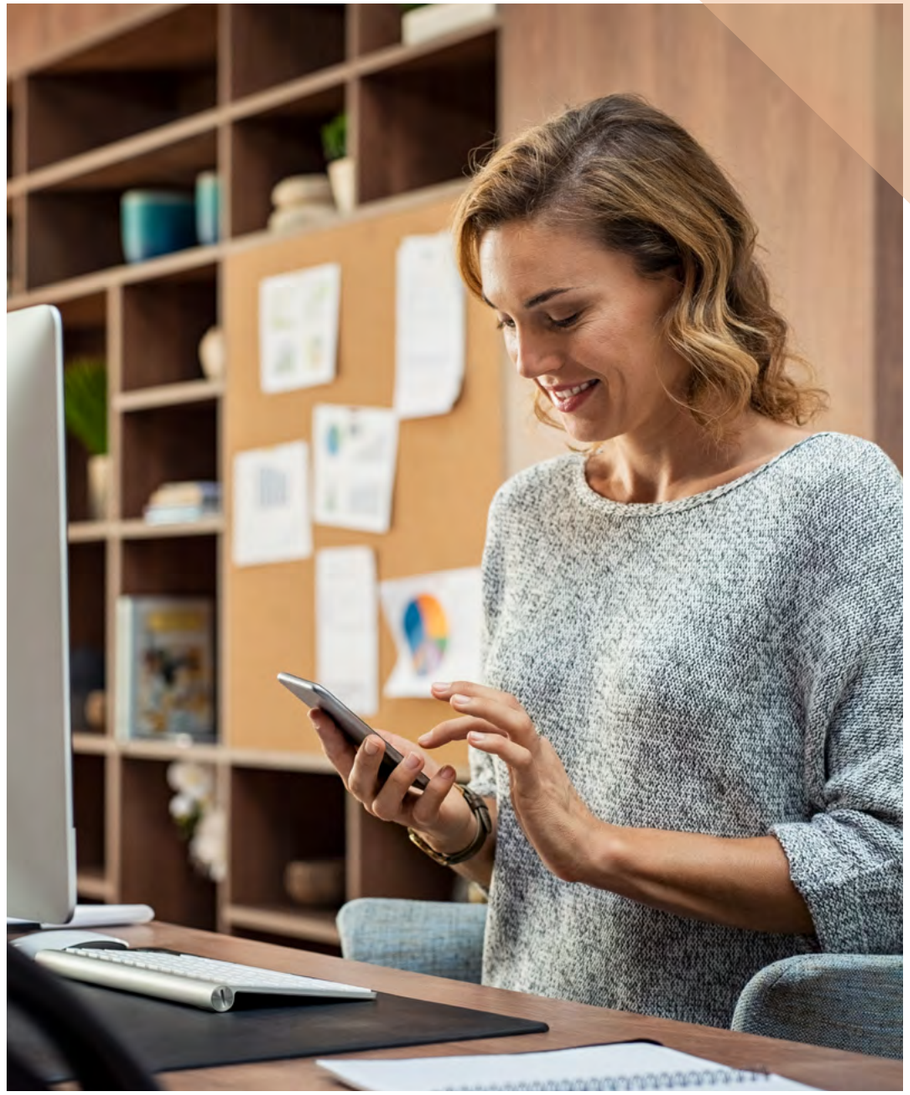
$15 Billion+
Annual Premiums on our Platform

A Benefits Solution That Delivers Results

Selerix is the benefits technology platform designed to fully meet your benefits administration needs. We've replaced piecemeal approaches in favor of a single, unified platform that brings your entire benefits administration needs under one umbrella.

Selerix efficiently and effectively combines benefits administration, ACA management, and workforce communications, allowing you to:

- ✓ Automate administrative tasks with streamlined integrations that connect with virtually any employer, insurer, payroll, or third-party vendor
- ✓ Access powerful reporting and analytics and schedule, deliver, and monitor reports automatically
- ✓ Manage ACA compliance year-round with expert guidance and support
- ✓ Communicate with your employees about health benefits and more, year-round



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A Benefits Solution That Functions as a Strategic Lever

With over two decades of experience under our belt, we understand what's at stake in managing benefits administration. We also understand the potential of powerful insights that can be gained from the right benefits administration technology, and how to help companies like yours strategically leverage them.

That's why, as a strategic partner, Selerix goes beyond reporting and analytics. Our in-house experts help our clients apply best practices to optimally administer their plans. We can not only help you tackle any problems that may arise, but ensure your organization is delivering the best possible benefits experience to your employees.

Our growing user base of over 11 million employees is at the heart of what we do. We understand that helping employees make the most of their benefits is about more than just optimizing plan usage; we make sure that employees feel heard. Our employee engagement solution, Selerix Engage, allows employers to stay in touch with employees beyond open enrollment. With Engage, you can:

- ✓ Apply employee data to deliver targeted, effective communication to specific groups via text, email, and mobile devices
- ✓ Deliver the right benefits messages, to the right employees, at the right time; quizzes, surveys, and tracking campaign results allow for two-way interaction and serious insights into your employee base

"I would definitely recommend any organization to use Selerix. The Client Services team's ability to complete implementation in such a short turnaround time speaks volumes to the team's professionalism and pride in making sure the system is what the client needs. The BenSelect system is great, but what makes it a million times better is the fact that the team is very responsive."

— MANAGER OF BENEFITS INFORMATION SYSTEM, BOYD GAMING

A Long-standing Player with Exceptional Knowledge and Service

Selerix has carved out a niche in this space that sets us apart from the rest. Selerix is committed to helping employers manage the complexity of benefits administration. We've continued to build on our solution and created a platform that meets the needs of every client.

As a partner that goes beyond what's currently in the market, Selerix features include:

- ✓ A system built to meet the needs of each client. Each employer's version of our platform is unique, because we build it based on their plans and needs; not the other way around.
- ✓ An industry-leading library of core and voluntary products. Chances are we've already seen what you're working with. And if we haven't, we'll build it.
- ✓ A detailed implementation process that ensures things go right from the beginning.
- ✓ A proactive approach to ACA management and compliance that provides seamless, end-to-end monitoring and reporting and is backed by dedicated managers to walk organizations through the complexities of ACA from start to finish.

A Trusted Partner for Every Step of the Journey

Customer service is built into everything we do. Our clients are supported by the same dedicated in-house client service team throughout the entire benefits journey, beginning with implementation. We go beyond troubleshooting and help clients anticipate, plan for, and resolve the toughest questions and thorniest challenges. Whether through comprehensive product support or ongoing learning and training opportunities, our experts are committed to helping you simplify the complexities of employee benefits.

Ready to Overcome All of Your Employee Benefits Challenges?

Selerix understands that brokers, employers, and carriers want a benefits administration partner that delivers on its promise. Our promise is to provide benefits technology that fits each unique organization and is delivered with world-class service and support.

Selerix — the benefits solution you can trust.

Contact us today to learn how we can help you.

Schedule a Demo

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