



Practical Intelligence for the Real Work of Benefits



AI is everywhere right now.

But in benefits administration, it often shows up as something bolted on — impressive in demos, disconnected from real workflows, and unreliable in practice.

Selerix took a different path. Our AI is a native extension of the Selerix platform, built intentionally around the real problems employers and brokers face every day: overloaded teams, inefficient admin work, and benefits communication that's harder than it should be.

The result is practical AI that makes work feel lighter by reducing busywork, answering questions in context, and helping teams work faster and more confidently.



Thoughtful AI For the Long-Term

At Selerix, we don't treat AI as a novelty add-on. We treat it as a long-term capability, built with care and security first. Our approach is to be intentional, and to prioritize practical tools that make a difference in your day-to-day. Every AI feature we implement must meet the following criteria:

- **Security-First**

Every AI capability is evaluated against strict security and compliance standards before it ever reaches our customers.

- **Customer-Driven**

We build our AI solutions in close communication with our customers, for the purpose of solving real pain — not in response to market noise or headlines.

- **Purpose-built**

Every AI capability is designed specifically for benefits administration and communication, not generic experimentation.

- **Incremental**

We start with high-impact use cases that create immediate value, then expand responsibly from there.

That's why we focused first on the areas that consume the most time and energy: administration guidance and benefits communication.





How Selerix AI Is Different:

- **Native, not bolted on**

Selerix AI lives inside Selerix solutions, like BenSelect and Engage — with no extra tools, no context switching, and no disconnected workflows.

- **Secure and compliant by design**

Our AI tools operate entirely within the Selerix ecosystem. That means sensitive benefits and HR data is always protected and never exposed to external systems.

- **Closed-loop and trusted**

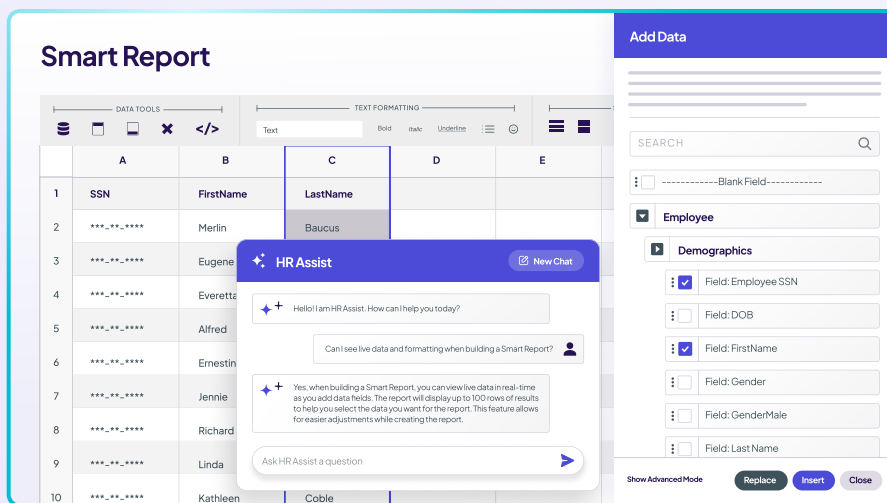
AI responses are grounded in Selerix-approved documentation and user-provided materials, not sourced from unreliable or insecure scraped internet content.

- **Shaped by your experience**

Capabilities are built around onboarding challenges, admin bottlenecks, content creation gaps, and everyday benefits work.

- **Designed to scale and evolve over time**

Selerix AI capabilities represent the beginning of a broader strategy, not a one-off release. The underlying framework is built to expand responsibly, allowing new use cases and intelligence to be added securely over time.



BUILT FOR NOW. DESIGNED FOR WHAT'S NEXT.

What you see today is the foundation of our growing solution, and we're just getting started. Selerix is investing in a scalable, responsible AI framework that will continue to evolve alongside our platform and our customers, always grounded in clarity, trust, and real-world utility.

[Get a tour of our Selerix AI Tools.](#)



**Selerix AI
Solutions**

HR ASSIST

Built directly into the Selerix platform, HR Assist delivers in-the-moment guidance to help users navigate benefits administration with confidence.

It provides:

- Clear, consistent answers to admin and compliance questions 24/7
- Guidance grounded in Selerix workflows and documentation
- Support that reduces reliance on tribal knowledge or "super users"

The result: faster onboarding for new admins, fewer interruptions, and more self-sufficiency without added risk.

CONTENT ASSIST

Content Assist helps HR teams and brokers create employee-ready communications in seconds instead of hours.

It supports:

- Drafting emails, reminders, and explanations
- Translating complex topics into plain language
- Maintaining a consistent tone and voice across communications

The result: higher-quality messages delivered faster, with less effort, and fewer employee questions.