

Product Guide

Virtual Benefits Fair Platform



Key Features & Benefits

- + Expand your benefits communications programs to reach a global audience
- + Provide an engaging benefits learning experience while reducing time and costs
- + Service the message and communications needs of various audiences (including spouses)
- + Drive awareness of specific benefits programs such as health insurance, savings plans, health/wellness and retirement programs
- + Deliver interactive townhalls and training sessions via webcasts, collaboration tools and social networking
- + Detailed analytics to assess participation, engagement and feedback.

VIRTUAL BENEFITS CENTER

Taking Benefits Communication to the Next Level

Employee education is one of the critical areas of benefits that can often perplex companies. According to a recent survey from Aflac, half of employees only spend 30 minutes or less making benefit selections during the open enrollment period each year. This means employers have a short window of time to educate employees and make sure they are armed with the right information to feel confident in their benefits selection.

To do this effectively, HR needs to move past flat communication like brochures, handouts and lengthy employee packets and look for ways to meet employees where they live — online. By testing out innovations that create a rich experience, while still being simple and intuitive, employers can grab the attention of their workforce and make sure key information is communicated. For mid to large sized corporations, hosting a virtual benefits fair can provide a forum for geographically dispersed employees to ask questions in a dynamic setting.

The Communiq  Conferencing Virtual Benefits Center provides benefits information in the form of live webcasts, on-demand resources, social networking, and other interactive features. It is becoming the foundation for benefits education programs, because it helps companies improve employee engagement, tailor benefits communication, and reduce costs.

VIRTUAL BENEFITS FAIR FEATURES

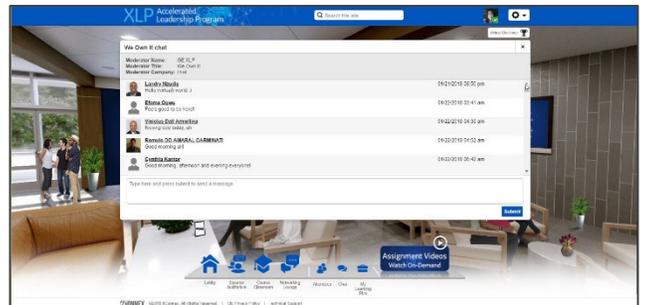
Engaging Virtual Locations

- + Interactive lobby with personalized video greeting
- + Auditorium for town hall meetings and training webcasts
- + Resource center for centralized library of benefits content
- + Virtual rooms or booths for benefits topics or plan provider information
- + Lounge & game room for social networking & informal discussions
- + Specialized topic-based breakout rooms



Community & Networking Features

- + Webcasts for company-wide communication
- + Group, scheduled and 1:1 chat for informal questions and discussion
- + Enterprise social networking including Yammer, SocialCast & Chatter
- + Gamification including activities, points and leaderboards
- + Surveys for feedback
- + Integration with 3rd party software
- + Giveaways to award activities & participation



Content Management

- + Content management system for organizing resources
- + Related content tags for complementary materials
- + Resource lists of documents, webcasts, videos and more
- + Multiple search filters for quick content retrieval
- + Scheduled announcements for real-time messaging



Enterprise Features

- + Enterprise-class security including single sign-on, SAML authentication and role-based access
- + Integration with HR information systems
- + Multilingual with real-time "toggling" between languages
- + Real-time reports that track engagement, behavior & activities
- + Works on all mobile tablets and phones

