

Tip Sheet

Open Enrollment Engagement



Benefit teams want to understand how well their employees engage with communications and, ultimately, how that plays out in the decisions they make when it comes to their benefits. But what should you measure? Where do you begin?

The great news is that you have an opportunity to measure employee engagement across many different areas of open enrollment. Here are metrics to consider tracking and tips on evaluation:

Metrics to Measure

Communication Engagement

- Email opens
- Page Views
- Read time
- Video views
- Click-through rates (i.e. a metric that shows the percentage of individuals that click on a specific link within your email)

In-Person Activities

- Overall participation in benefits fair
- Overall registration and attendance for virtual Q&A events
- Number of employees that took advantage of health screenings (i.e. how many employees registered to attend out of the total population, how many showed up the day of, etc.)



TIP: If you're just starting to track engagement, make sure you're saving your results as benchmarks to compare year over year.

Post Enrollment Analysis

- Participation rates
- What percentage of your workforce made an active decision? (i.e. logged in to review and select benefits)
- What trends did you see in timing of enrollments? (i.e. how many enrolled first day vs. last day?)
- Did you see any spikes in completed enrollments after certain communications were sent?
- Medical plan adoption/plan migration
- HSA/FSA contributions
- Voluntary benefit adoption rates
- Call center data and volume



TIP: Call reasons can help identify areas to improve benefits communication content.

- Enrollment on mobile vs. desktop
- Annual employee survey



TIP: Collect communication preferences and have employees rate the timing and content of your OE communications to identify strengths and opportunities.

Get more open enrollment resources at:
resources.benefitfocus.com/open-enrollment.