

## IMPACT

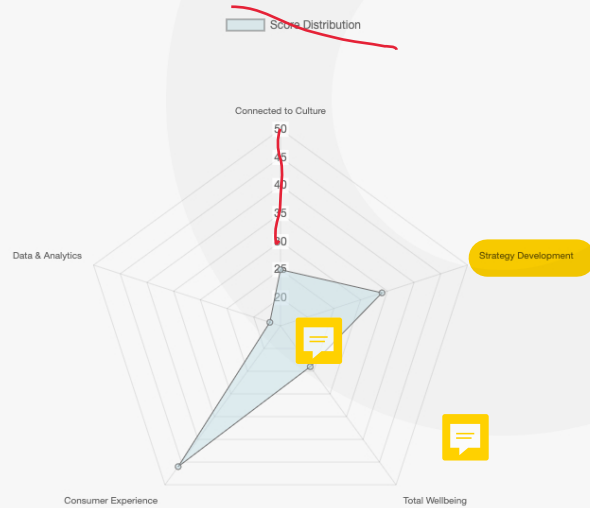
### BENEFITS MATURITY INDEX

The importance of the Benefits Administration function to HR operations and the wider enterprise has been over-simplified in the past. However, the pandemic and its aftermath have had an unparalleled level of impact on the workforce and the importance of building a positive workplace culture and experience, and hence the role of benefits leaders is becoming more strategic than ever.

Empyrean sponsored Nelson Hall to conduct a research study, interviewing 100 HR & Benefits leaders on the key HR-related issues that need to be addressed as part of an organization's corporate strategy over the next 1-2 years and the extent to which benefits operations is key to employee experience and retention. [Request a copy of the report.](#)

The results of that research were used to build a Benefits Maturity Assessment. Over the next few minutes, you'll answer a series of questions that will indicate your performance relative to that of your peers. Based on your responses, we will suggest actions to help increase your impact and uplift the capability of your benefits function, including a spider chart to indicate your overall maturity as a benefits function.

 [BEGIN THE ASSESSMENT](#)



## ABOUT NELSON HALL



[BENEFITS ADMINISTRATION](#) [TECHNOLOGY](#) [THOUGHT LEADER](#) [ADVISORY](#)

The leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in HR and business services.

## ABOUT EMPYREAN



[BENEFITS ADMINISTRATION](#) [TECHNOLOGY](#) [THOUGHT LEADER](#) [ADVISORY](#)

Since 2006, Empyrean has provided employers of varying size, industry, and benefit plan complexity with the innovative technology and best in class service necessary to accelerate their benefits strategies and bring their benefit programs to life. Empyrean's platform and services were designed to create connected employee benefit experiences that enrich lives, strengthen employer brands, and improve workplace cultures.



### Contact Info

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# PARTICIPATE

So that we can tailor your results, please provide the following information.

## FIRMOGRAPHICS

Company Size\*

Select



Role\*

Select



Industry\*

Select



BEGIN ASSESSMENT

By proceeding, you acknowledge that your answers will be recorded and will only be used anonymously, and in aggregate with other respondents for future research.



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# PARTICIPATE

## SECTION 1 OF 5

### CONNECTING BENEFITS TO COMPANY CULTURE

Benefits should no longer be regarded as corporate hygiene; they are a critical element in establishing and driving company culture. This section examines the extent to which your organization believes that building a more positive workplace culture is important and that benefits could make a greater contribution to employee attraction, retention, and experience.

<< PREV

NEXT >>



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QUESTION 1

To what extent is building a more positive workplace culture a critical element within your HR strategy?

1 2 3 4 5

DRAG THE DIAL TO BEST MATCH YOUR ANSWER - from 1 to 5

NOT AT ALL VERY EXTENSIVELY

<< PREV

NEXT >>



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## YOUR RESULTS

YOUR COMPANY FIRMOGRAPHICS

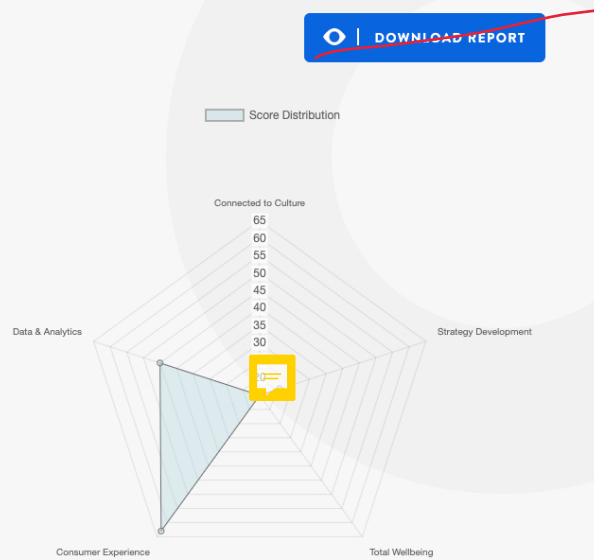
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## THANK YOU FOR PARTICIPATING!

In the featured spider graph, your organization's benefits maturity is plotted upon each of the five core areas identified in the research study. If your organization is more mature in a particular area, your rating will be plotted towards the edge of the corresponding spike.

Below, we have used the results of your assessment to suggest actions that will help you to increase your impact and uplift the capability of your benefits function.

Your maturity was calculated using the data collected from the NelsonHall research study: "The Changing Role of Benefits Leaders survey." This primary research, sponsored by Empyrean, surveyed 100 HR & Benefits leaders, and was published in early 2022. The resulting report explored the changing role of the benefits function, uncovering the insights, tools, products, partners, and education needed to best serve the HR function and the broader organization. The research also explored the evolving demands on benefits platforms to uncover how these technologies must evolve to support the changing role of benefits leaders. Request a copy of the report. Recommendations to enhance your benefits capability are suggested below, based upon the primary research and NelsonHall market knowledge.



## A. CONNECTING BENEFITS TO COMPANY CULTURE

### YOUR RESULT: LOW

While your benefits may support most employees' needs based on your overall demographic profile, it is important to continue maintaining the momentum and to further enhance the contribution of benefits to the individual employee experience and the overall company culture.

Connecting benefits to company culture is increasingly important to the organization's success as it relates to retention, as well as attraction, through helping employees feel "connected." Over 90% of HR and benefits leaders perceive that building a more positive workplace culture is critical within their organizations' HR strategies over the next 1-2 years. Benefits have a key role, and over three-quarters of your peers believe it is highly important for benefits and benefits operations to continue increasing their contributions to employee retention and the employee experience.

Benefits should reflect demographic segmentation and how company culture supports each individual's needs and use benefits communications and design to support that culture as it relates to individual circumstances.

Activities that could be undertaken to uplift the benefits function in supporting company culture include:

- Interview key stakeholders from a wide range of backgrounds and demographic groups to understand how the corporate culture and corporate values are reflected in the benefits
- Analyze the results and look for opportunities to refine or add offerings and/or adapt the processes to enable the culture to be reflected in benefits better
- Source new benefits as appropriate
- Deliver a refined benefits communication plan for each benefits offering using language that reflects your cultural values. Assess benefits performance and communication by segmented group.

## B. GETTING INVOLVED IN STRATEGY DEVELOPMENT & DECISION-MAKING

### YOUR RESULT: LOW

- Ensuring their benefits technology proactively alerts employees to potential wellness opportunities in telehealth, disease management, and mental health support.

Activities that could be undertaken to deliver a consumer-grade communications & shopping experience include:

- Review your technology landscape and level of automation, and do a configuration health check
- Consider building a business case to deliver an improved communication and technology solution that includes a benefits marketplace with sophisticated communication tools. Technologies are increasingly investing in integrations of benefits with work platforms such as MS Teams for a Virtual Assistant and text messaging options as well as email alerts and a knowledge center full of videos and stories. Consumer-grade experiences are typically achieved through a digital transformation project, including a system migration to more modern technology. Through enhancing the experience, a digital transformation plays a key role in reducing the benefits team's involvement in administration while providing the key analytics necessary to assess program performance and improve the employee experience
- Ensure decision support is part of your solution
- Alert employees to potential benefit and wellness opportunities in line with key triggering events
- Enable personalized recommendations to propose the most appropriate benefits packages using AI and capturing personal preferences and leveraging data such as "people like you"
- Enable predictions of future costs for employees and estimated out-of-pocket expenses
- Enable payroll modeling of benefits selections using closer integration with payroll and HR platforms.
- Deliver total reward statements, utilize payslip messages, and "explain my benefits" help tutorials.

## E. USE OF DATA AND ANALYTICS TO DRIVE DECISION-MAKING AND ENGAGEMENT

### YOUR RESULT: MEDIUM

You will typically monitor employee benefits satisfaction and engagement and be involved in employee satisfaction surveys.

You will also typically already use analytics embedded in your benefits platform to assess your benefits program performance. However, you may be able to further enhance your benefits programs by undertaking these activities:

- Use more analytics to assess your plan providers and their plan quality
- Monitor the use of benefits by your competitors for talent
- Establish dashboards for communication with HR leaders
- Develop regular and consistent measurements of employee benefits satisfaction and engagement
- Ensure that the benefits team works more closely with the wider HR team and that regular and complementary HR and benefits surveys are conducted
- Increase your benefit team's technology skills to build reports and dashboards as well as workflows and alerts
- Ensure benefits costs are measured and evaluated in line with the adoption and value that the employee receives
- Educate the benefits team on wider HR analytics such as retention, reasons for leaving, and recruitment metrics to help shape benefit strategies.



 | [DOWNLOAD REPORT](#)



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