

# OPEN ENROLLMENT COMMUNICATION & ROLL OUT STRATEGY

**GREEN TRAVEL INC.**

Prepared by  
**Your Agency Inc.**



# CUSTOM BENEFITSEASY PORTAL

**BenefitsEASY is THE SOLUTION for effective employee communication and education on all things Benefits, HR, and Company related Content.**

- All benefit plans, HR documents, and new hire resources are available online 24/7
- All branding and custom features are designed into the site
- Automatic monthly updated employee education video on the homepage
- Custom Open Enrollment VIDEO embedded into the site
- Multi-language options available
- Mobile-optimized for speed of viewing while on the go

[\*\*VIEW DEMO SITE HERE\*\*](#)

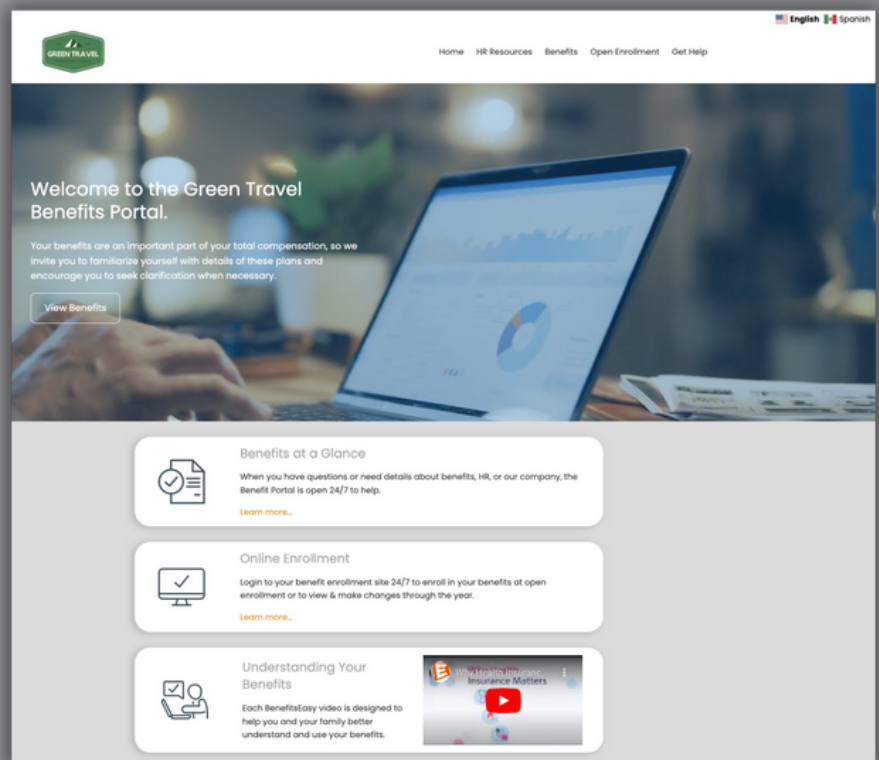
The screenshot shows the Green Travel Benefits Portal website. At the top left is the Green Travel logo. The top right has language options for English and Spanish. The main navigation menu includes Home, HR Resources, Benefits, Open Enrollment, and Get Help. The main content area features a welcome message: "Welcome to the Green Travel Benefits Portal." Below this is a paragraph: "Your benefits are an important part of your total compensation, so we invite you to familiarize yourself with details of these plans and encourage you to seek clarification when necessary." A "View Benefits" button is present. Below the main content are three feature cards: "Benefits at a Glance" with a document icon, "Online Enrollment" with a monitor icon, and "Understanding Your Benefits" with a person icon and a video player showing a video titled "Why Health Insurance Matters".



# The New Green Travel Benefits & HR Portal Is Now LIVE!

[GREENTRAVEL.BENEFITSEASY.NET/](https://greentravel.benefitseasy.net/)

This Benefits/HR portal is available for employees to access important plan details, contact information, and helpful forms 24/7.



**EASY ANSWERS TO YOUR BENEFITS AND HR QUESTIONS**

# OPEN ENROLLMENT TEXT MESSAGING

## Suggested 4-part Text & Email Campaign

Below is an example of the possible 4 part text and email campaign we would create and implement. The text would be sent approved before the campaign begins.

### Open Enrollment Begins in 2 weeks!

- Sent 2 weeks in advance
- Includes Portal link and important date and times.
- Include Portal Login

### Get Prepared for Open Enrollment

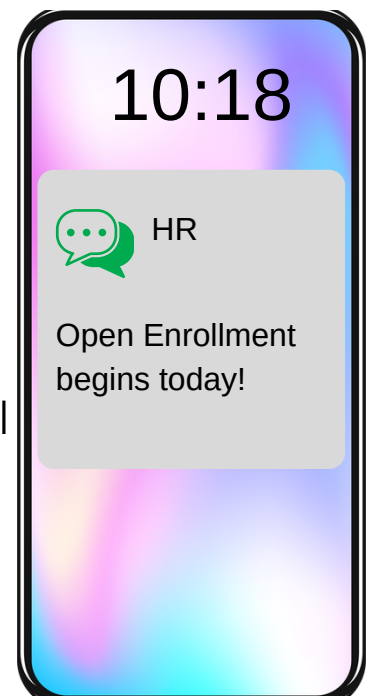
- Introduce ALEX and his help in making the right benefit decision for 2024.
- Includes Link to the portal homepage
- Include Portal Login

### Open Enrollment Begins Monday!

- Sent 24-48 hours before OE begins.
- Include the Meeting Schedule and link to portal
- Include Login

### Open Enrollment Closes in 48 hours

- Sent 48 hours before OE ends.
- Includes any relevant details on how to enroll by the deadline.



# ENROLLMENT PRINT COMMUNICATIONS

## Custom Open Enrollment Postcard designed and mailed.

### Open Enrollment 2024

November 1st

*through*

November 18th



### Join us online or in person!

Visit the new benefits portal for detail on the enrollment dates and locations.

We will introduce this years benefit plans, special plan offerings, cost saving options and more!



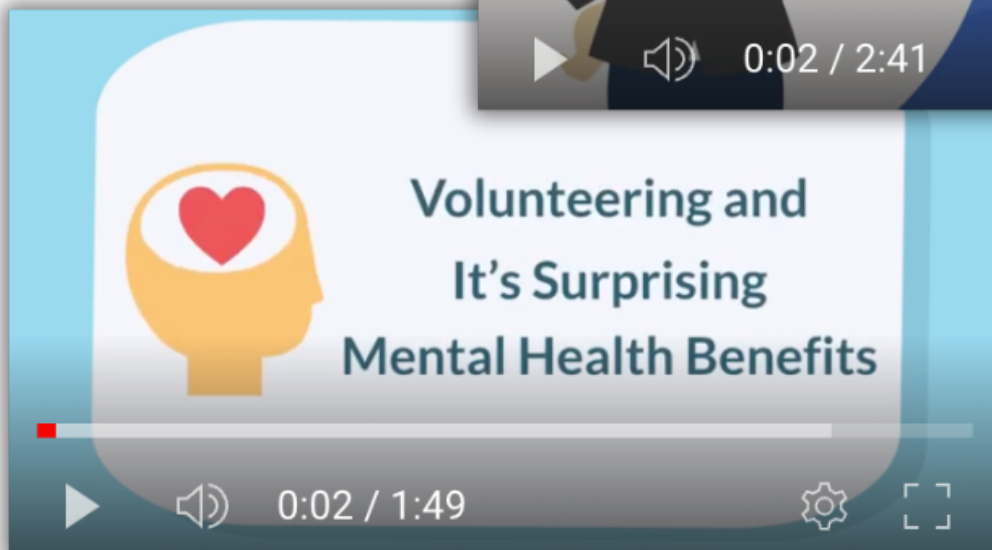
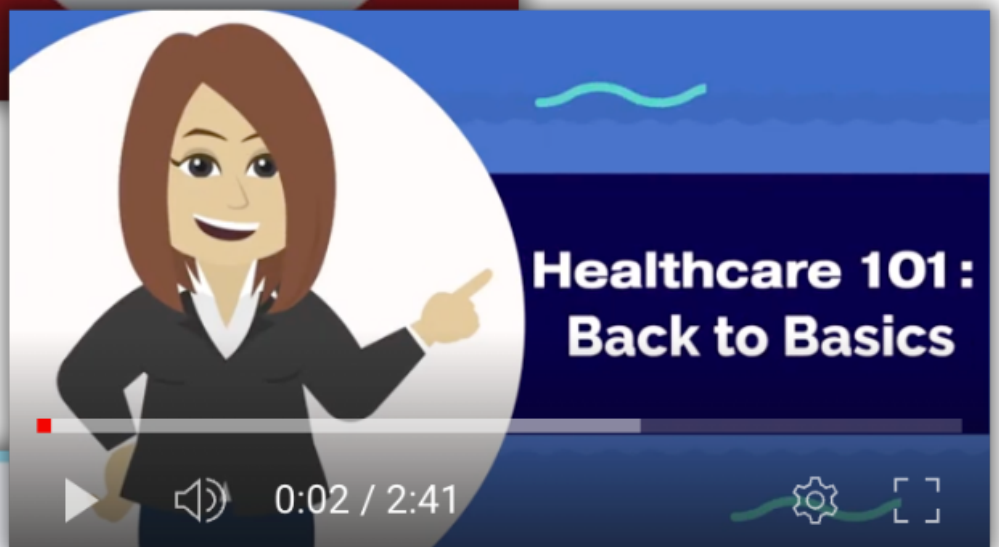
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# CUSTOM VIDEO COMMUNICATIONS

**Each month employees will see branded videos on topics ranging from understanding your benefits to wellness resources and suggestions. Each video can be sent by text and email and will be updated on the portal homepage each month.**



# Open Enrollment Timeline

## OCTOBER

Prepare custom portal and ALEX benefit plan counselor  
Confirm OE text messaging campaign  
Identify new plans to build custom messaging around

## NOVEMBER

Messaging around important dates for enrollment  
How to learn about and enroll in benefits campaign  
Open Enrollment begins!

## DECEMBER

Open Enrollment period is about to end messaging  
End of year planning – HSA/FSA reminders  
New Plans to become effective soon

## JANUARY

New Benefit Plans are now effective!  
New insurance cards, provider directory reminder (United)  
Jumping into the new year content – resolutions, habits and wellness topics

