



## Elevating the Employee Experience: Optimizing Benefit Communication via SMS

Employee satisfaction and workplace culture are inextricably linked to organizational success. To service both needs, Human Resources departments are constantly searching for innovative ways to enhance communication and engagement that drive culture. One such method is using text messaging (SMS) to effectively communicate with team members, particularly regarding employee benefits. By leveraging SMS, HR can streamline benefit communication, empower employees to make informed decisions and maximize the value of their perks.

### THE SMS ADVANTAGE

The appeal of text messaging lies in its simplicity and effectiveness. With an astonishing open rate of 98%, text messages cut through the noise and capture attention in ways other communication channels often fail to do. This exceptional engagement rate is pivotal for conveying essential information about employee benefits, ensuring employees are not only aware of the perks available but also utilize them. After all, perks like pet insurance and gym membership reimbursement hold little value if employees are unaware of their existence or how to take advantage of these offerings.



BENEFITS OF REACHING EMPLOYEES VIA SMS

The power of text messaging is undeniable. To fully appreciate the value of SMS in HR communications, consider the following advantages:

- + **Short, Actionable Messaging:** SMS allows for concise, to-the-point communication. HR departments can send bite-sized updates about benefit enrollments, deadlines, and new offerings, making it easier for employees to digest and act upon information. This immediacy and clarity help prevent information overload and confusion.
- + **Automated Processes:** Automation tools can schedule and send out messages at optimal times, reducing the manual workload on HR teams. This ensures timely communication without the risk of human error, maintaining a consistent flow of information.
- + **Non-Disruptive Nature:** When used conscientiously, SMS is a non-intrusive communication tool. Employees value the convenience of receiving important updates directly on their phones, bypassing the need to sift through emails or log into portals. However, to keep messages well-received, it's vital to maintain an appropriate cadence and ensure relevance. Avoid sending messages during off-hours, like late at night or during family time, when employees are likely to appreciate uninterrupted personal time.

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STRATEGIES FOR EFFECTIVE BENEFIT COMMUNICATION VIA SMS

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To harness the full potential of SMS, HR departments should prioritize clarity, personalization, and accessibility.

- + **Implementing User-Friendly HR Tech:** Modern HR technology solutions that integrate SMS can provide seamless access to benefit details. These platforms can offer interactive features, such as the ability to ask questions and receive real-time answers, enhancing the overall user experience.
- + **Interactive Workshops and Webinars:** Hosting interactive workshops where employees can ask questions can enhance the comprehension and utilization of HR tech. By facilitating these sessions, HR can ensure that employees are well-informed and comfortable with new systems. After which, follow-up SMS reminders can reinforce key takeaways and provide additional resources, ensuring employees feel supported.
- + **Personalized Interactions:** Personalization is key to effective communication. By tailoring messages to individual employees based on their specific needs and preferences, HR can create a more engaging and supportive experience. Personalized interactions foster a sense of value and recognition, which is essential for employee satisfaction.
- + **Clearly State a Call to Action:** While some SMS should be informative and educational, sending texts with a clear call to action, or messages that include information that can be shared with spouses can be impactful.

## COMPLIANCE AND CONSIDERATIONS

While SMS offers numerous advantages, HR departments must navigate compliance and ethical considerations to maintain trust and respect the privacy of their employees.

- ✦ **Consent and Communication Preferences:**

Obtaining consent is paramount. Before sending SMS communication, HR must secure prior express consent from employees and have clear opt-in/opt-out processes in place. Employees should be encouraged to confirm and update their contact information regularly. Accurate contact details are essential for ensuring that messages are delivered to the right recipients. Respecting employees' communication preferences, such as one-way or two-way messaging, enhances SMS's effectiveness.

- ✦ **Emergency Purposes:** SMS can be invaluable in urgent situations, providing a reliable channel to convey critical information swiftly. However, this should be communicated to employees, outlining when and how SMS will be used for emergencies.

- ✦ **One-Way vs. Two-Way Communication:**

It is essential to determine whether SMS will be a one-way or two-way communication channel. Two-way communication can foster engagement and provide a platform for feedback, but it requires careful management to ensure responsiveness and relevance.





CREATING A SUPPORTIVE WORKPLACE CULTURE

Effective benefit communication via SMS is not just about sharing information; it’s about nurturing a supportive workplace culture. Clear, concise messaging and personalized interactions demonstrate that the organization values its employees and is committed to their well-being. By leveraging SMS, HR can foster a more engaged, informed, and satisfied workforce, ultimately driving organizational success.

With its impressive engagement rates, concise messaging, and automation capabilities, SMS stands out as a powerful tool for HR departments. Clear, personalized communication helps employees maximize their benefits while nurturing a supportive workplace culture where they feel valued and empowered. As technology advances, integrating cutting-edge HR tech and interactive platforms will further elevate the effectiveness of SMS, setting a new benchmark for employee satisfaction, retention, and performance in today’s dynamic workplace.

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