

Everyone wants a better enrollment experience

But employers and employees aren't quite eye-to-eye about what that means



37% of employers don't offer online benefits management, but **85% of employees** say it's important to have.¹



78% of employers think their employees are fully on board with their benefits plan, but only **59% of employees** say they're highly satisfied with their benefits.²



79% of employers say their employees understand the costs of health care, but only **48% of employees** say they do.²

Employers could take a cue from their best-in-class peers



61% of best-in-class midsize employers believe that strong communication leads to behavior change, compared with **27% of regular employers**.³

Better benefits communication helps employees understand what they're choosing. Making sure everyone knows what's at stake can lead to improved enrollment participation and more benefits utilization — and ultimately, more satisfied employees who want to stick around.

Start the conversation today: Contact your Aflac benefits advisor or visit [Aflac.com/business](https://www.aflac.com/business).



¹ Aflac. "Workplace benefits trends: executive summary 2024-2025." Published 2024. Accessed 3.26.25.

² BenefitsPRO. "Rising above rising costs of health care and employee benefits." Published 1.24.24. Accessed 3.26.25.

³ Gallagher. "Best in Class Benchmarking Analysis." Published 2023. Accessed 3.26.25.

Coverage is underwritten by American Family Life Assurance Company of Columbus. In New York, coverage is underwritten by American Family Life Assurance Company of New York. Aflac | WWHQ | 1932 Wynnton Road | Columbus, GA 31999.