

Employees Communication Solutions

Effectively communicate
employee benefits



Employee benefits, such as health insurance, wellness programs, and pension, are a valuable asset for any workplace. A comprehensive benefits package demonstrates that a company values its employees, thereby fostering increased job satisfaction. Importantly, **the effectiveness of these benefits depends on employees being aware** of and appreciating the offerings available to them.

While the advantages of a competitive benefits package are evident, many employers – particularly small and medium-sized enterprises – may find it challenging to communicate these benefits effectively. As a result,

employees often remain unaware of the services available or lack a clear understanding of how to utilize them. This information gap can lead to benefits being perceived as irrelevant extras rather than integral components of the employment relationship.

Together with you, we develop **tailored solutions to enhance employee engagement** – ranging from the consulting phase and communication strategy to the creation of all necessary materials. We assist in planning and executing comprehensive **360-degree campaigns** aligned with your brand's identity, focusing on the following themes:



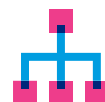
Financial Health

Benefits that help you manage money more effectively and secure your future.



Work-life Balance

Benefits that promote a healthier, happier, and more productive life.



Career Growth and Training

Benefits designed to help you develop new skills and advance your professional journey.



Life, Health and Prevention

Benefits that support your overall well-being, helping you stay healthy and protected.



Partner with us to develop personalized, multi-channel campaigns that emphasize the specific benefits most relevant to different employee segments and their individual needs.



Better communication drives better results. A multi-channel approach – using e-mails, newsletters, intranet, personal conversations, and team meetings – ensures targeted messaging. Customizing messages for different groups can significantly boost understanding and engagement.

Our **tailored solutions**, from communication assessments and corporate influencer programs to ready-to-implement materials, help you effectively communicate employee benefits and meet your specific needs.

Examples of deliverables

- ✓ Communication Plan & schedule
- ✓ E-mail campaigns
- ✓ Manuals, PDFs & presentations
- ✓ Educational campaigns
- ✓ Printed materials
- ✓ Videos & motion
- ✓ ... and much more.

Speak with a Mercer Marsh Benefits consultant, contact us today.



Lutz Krepper
Partner
Business Leader MMB Switzerland
lutz.krepper@mercer.com
+41 44 200 45 29



Alessia Bruhin
Consultant
MMB Switzerland
alessia.bruhin@mercer.com
+41 44 200 45 93

About Mercer Marsh Benefits

Mercer Marsh Benefits helps clients manage the costs, risks and complexities of employee health and benefits, through the combined expertise of Mercer and Marsh, businesses of Marsh McLennan (NYSE: MMC). [Marsh McLennan](#) is a global leader in risk, strategy and people, advising clients in 130 countries across four businesses: [Marsh](#), [Guy Carpenter](#), [Mercer](#) and [Oliver Wyman](#). With annual revenue of over \$24 billion and more than 90,000 colleagues, Marsh McLennan helps build the confidence to thrive through the power of perspective. For more information, visit [marshmclennan.com](#), follow us on [LinkedIn](#) and [X](#).

IMPORTANT NOTICE: This document does not constitute or form part of any offer or solicitation or invitation to sell by either Marsh or Mercer to provide any regulated services or products in any country in which either Marsh or Mercer has not been authorized or licensed to provide such regulated services or products. You accept this document on the understanding that it does not form the basis of any contract. The availability, nature and provider of any services or products, as described herein, and applicable terms and conditions may therefore vary in certain countries as a result of applicable legal and regulatory restrictions and requirements. Please consult your Marsh or Mercer consultants regarding any restrictions that may be applicable to the ability of Marsh or Mercer to provide regulated services or products to you in your country.