

Deliver with **Data**

Benefit analytics and how it transforms
the employee experience.

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Simplifying benefits for everyone.



Introduction

Decisions, decisions, decisions. Every single day, you're collaborating with others to make decisions — big and small — that influence the success of your business. Whatever the reason, you've encountered something that raises questions that require answers for you to take decisive action. When that time comes, do you want to simply make a decision or make an educated decision based on an accurate understanding of what's happening?

The story is in the data. Analytics reveals that story.

Some possible questions related to benefits:

- ② Are the participants you are trying to support enrolling in your benefits?
- ② Are they having a good experience?
- ② What are their pain points?

Answering these questions requires analysis of the data. That's scary for many Americans.¹ However, you don't need to be a data scientist to get the most out of benefit analytics.

When presented in a simplified way, data tells a story. And by reading that story, you can provide participants with what they need to save more money, and have informed conversations with employers to guide them in supporting their employees.



¹ <https://hbr.org/2015/07/dispel-your-teams-fear-of-data>

What can benefits data do for you?

Grow your business. Save more money. Boost retention. You experience a variety of perks by making data-driven decisions.

How you'll benefit

Partner

-  Grow your business by providing employers with insights into what benefits other employers like them are offering their employees. Increase account growth by boosting consumer engagement and understanding of the value of their benefits
-  Retain clients by demonstrating efficiency and increased satisfaction.

Employer

-  Provide the most in-demand benefits.
-  Retain talent by meeting employee needs.
-  Support the financial health and well-being of your workforce.

Participant

-  Know your accounts' value and how best to take advantage of them
-  Feel in control and more secure in your ability to pay for health care expenses and to save for your future
-  Increase potential tax savings.



“As in every aspect of our lives, data is being used more and more to improve our experience as we receive healthcare and pay for it.”

Mari Whittaker

Senior Product Manager of Analytics, Benefits, WEX

Analytics can be easy

You're likely not a data scientist. The good news is that you don't have to be. You're less concerned with the numbers and more concerned with what the numbers tell you. And as data and analytics have taken on a larger role for the modern business, so too has their ease of use. Keep in mind that:

Data is not math

More than 90 percent of Americans are anxious on some level about math.² So if you're anxious about math, you're not alone! Fortunately, data is not math. Yes, data involves numbers, and math involves numbers, but data does not equal math.

Follow the story

Data — and specifically, analytics — is the story behind the numbers. Leaning on data and analytics can help you identify solutions and, just as importantly, problems that you didn't even know you had.

Simplicity is key

Data and analytics need to be easy and intuitive. You're not as interested in the numbers as you are in what the numbers are trying to tell you.

Visualize the result

You don't need to be a numbers cruncher when data is presented visually. Graphs and charts can help you spot trends in participant behavior.



“The best benefit analytics empower you to not just find solutions, but also to ask the right questions to grow your business and support the needs of the employees you care about.”

Matt Dallahan

Senior Vice President of Product Management, Benefits, WEX

² <https://eric.ed.gov/?id=ED536509>

Teams that benefit from analytics include

Sales and marketing

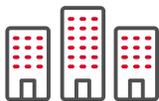
If you're a partner, you can glean valuable data about your clients that you can use to position yourself as a differentiator in the marketplace. For example, if your benefits clients are seeing technology adoption that's higher than the industry average or are experiencing year-over-year growth, you can then leverage that data in your sales and marketing of your product.

Human resources

For employers, their human resources teams can use analytics as one of the primary tools in their toolbox to better understand employee engagement. Are employees participating in the plans you offer? If they are, do trends indicate that they are today more than they did a year ago or two years ago? Answering these questions and so many more can help you better support your employees and boost your recruiting/retention efforts.

Customer service

For partners who are supporting clients, you can improve your service through benefit analytics. Let's say your service needs have increased due to a rise in participant questions. Are participant logins increasing or decreasing? How about mobile app usage? Maybe better technology education is needed. If technology use is high, maybe you invest in more tech savvy service, such as an AI-driven chatbot like WEX provides with Let's Chat.



For all sizes

Whether you're a partner or an employer large or small, you can benefit from data and analytics. For example, let's say you're an employer in construction with 15 employees. With the right analytics, you can actually see how your benefits rates stack up with employers of similar size in your industry. Making decisions based on what you learn can help you retain these 15 experienced employees, which will improve your service and help you grow your business.

The value of retention

\$15,000

average replacement cost, per person³

52%

percentage of voluntarily exiting employees who say their manager/organization could have prevented them from leaving⁴

36%

percentage of employees who say "better compensation and corporate benefits" are the primary reason they're considering changing jobs⁵

³ <https://www.hrdiver.com/news/study-turnover-costs-employers-15000-per-worker/449142/>

⁴ <https://www.gallup.com/workplace/247391/fixable-problem-costs-businesses-trillion.aspx>

⁵ <https://www.shrm.org/hr-today/news/hr-magazine/summer2021/Pages/reducing-turnover.aspx>

4 common benefit analytic uses

1 Auto-substantiation rates

When substantiation is required, such as with flexible spending accounts (FSA), your participation rates can be heavily influenced by how easy it is to be reimbursed. If a claim requires additional documentation, that's an extra step for participants. Fortunately, there are ways you can make many claims be automatically substantiated. By analyzing an employee group's auto-substantiation rates and comparing it to others, you can better understand the participant experience.

2 Enrollment rates

Are you offering plans that meet the needs of the employees you're focused on? Analyzing enrollment rates (along with other tactics, such as employee surveys) can help you best determine what benefits your employees actually want.

3 HSA logins

If you're promoting the use of health savings accounts (HSAs), it's probably due to their versatility. HSA participants can save when purchasing eligible expenses, but they can also build their account balances, invest, and plan for retirement since all funds carry over from year to year. If you notice a dip in HSA logins, it might mean that more employee education around HSAs is needed so they better understand what all they can do with these accounts.

4 Technology adoption

Innovative technology, such as an easy-to-use mobile app, can put your benefits in the palms of employees' hands. Are employees using that technology? Data that measures mobile app usage can help you determine if more employee education around your mobile app is needed or if there are ways to improve that technology based on the trends you're seeing.



Build a winning data formula

Do you have access to analytics and want to get started? Or do you want to know if the analytics you have access to really provide what you need? Here are a few steps to help you build a test case:



Ask a question.

What's one thing you want to know about employee engagement and your benefits? Example: Let's say you want to learn if your employees are spending their FSA funds.



Turn to the data.

If you have access to benefit analytics, look for stats, graphs, or charts that show FSA spend year over year.



Find the story.

Does the data show a decline in FSA per-employee spend? If so, dig deeper for the story. Seek data around what your employees are spending their FSA funds on. Has there been a decline in vision spend? Or has their dental spending dipped?



Take action.

If the drop in FSA spend this year seems tied to a decline in vision spend, develop a plan to communicate what vision expenses are eligible for FSA funds.



Re-evaluate.

After you've taken action, revisit the data later to determine if what you did made a difference for them or if additional action is needed.

Conclusion

Data can deliver results. By asking questions, finding answers, and taking action on them, benefit analytics can provide you with a window into emerging trends and competitive insight. Doing so will help you grow your business and provide better benefit support for hard-working employees.

There's a story in the data. Let analytics help you reveal that story.

About WEX

Powered by the belief that complex payment systems can be made simple, WEX (NYSE: WEX) is a leading financial technology service provider across a wide spectrum of sectors, including fleet, corporate payments, travel and health. WEX has offices in more than 10 countries and employs more than 5,200 associates around the world. WEX fleet cards offer approximately 16 million vehicles exceptional payment security and control; purchase volume in travel and corporate solutions was \$20.9 billion in 2020 and was processed in over 20 currencies; our health division provides consumer-directed healthcare technology and services, and reached an estimated 34.3 million U.S. consumers as of March 31, 2021.

WEX provides industry-leading analytics for our partners, their employers, and our clients to support their ability to make the best decisions for their participants and their business. We offer:

Benefit analytics for partners

Our partner analytics make it easy for you to support your clients and your participants with the data you need to evaluate, assess, measure, and benchmark across core health products. WEX partner analytics let you:

- Evaluate your account and plan performance to optimize benefit offerings.
- Assess your operational efficiency to drive client satisfaction and retention.
- Measure consumer engagement to maximize account growth.
- Benchmark your performance to gain insight into your market position.

Benefit analytics for employers

Employers can turn to our analytics to track, promote, and enhance their benefits package for increased participation and savings. WEX employer analytics let you:

- Track employee engagement to improve future benefit offerings.
- View how employees interact with their benefits to identify education gaps.
- Compare your benefits to similar companies in your market.

 Learn more at www.wexinc.com

Simplifying benefits for everyone.

