

Spitfire Communications' Interactive Benefits Microsite provides your employees with a robust easy-to-access benefits tool that empowers them to find the right information at the right time.

Help your employees, new hires, and their dependents make more informed decisions about their benefits by...

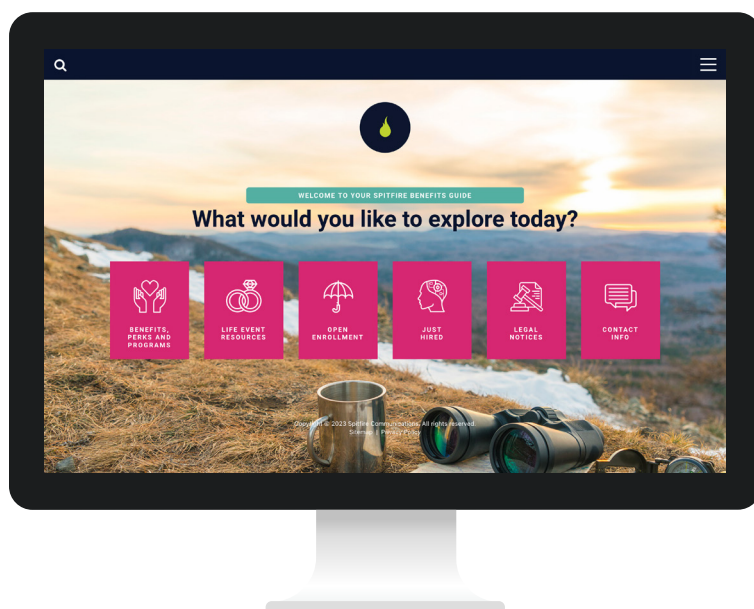
- **Accelerating information sharing** with a straight-forward and comprehensive decision-support resource.
- Boosting benefit awareness by sharing messaging that is **universal, effective, and actionable** for everyone.
- Making it **instantly recognizable** with your company's branding.
- Enhancing the **visual appeal** with on-brand graphics, educational videos, digital tools, and helpful resources.
- Using a **responsive framework** with cross browser/device compatibility.
- Adding **gamification** elements for an even more enjoyable experience!

Did You Know?



1 in 6 employees regret their annual benefit decisions, so it's essential to provide employees with the right support to make wise financial, physical, and emotional choices.

(Source: MetLife)



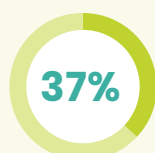
24/7/365 On-the-Go Access

Our easy-to-access digital platform allows your employees (and their family members) to compare plans, premiums, and out-of-pocket costs, discover voluntary benefit programs, take advantage of perks/discounts and more — all from the comfort of their home or at work.

Navigation menus can be tailored toward:

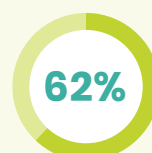
- New Hire Onboarding
- Open Enrollment
- Life Events (optional)

Benefits don't get explained to employees enough, which ends up being a problem.



37% of employees say the names and descriptions of their benefits are hard to understand.

(Source: The Hartford)



62% of employees say having a better understanding of their benefits — what's offered and what's covered — would make them more loyal to their employer.

(Source: MetLife)

How well do your employees understand their benefits?



89% of employees said they just pick the same health plan from the prior year – especially those currently enrolled in a PPO vs. HDHP.

(Source: Voya)



70% of employers believe employees underutilize the services, benefits, and programs available.

(Source: The Hartford)

How Can Spitfire Help?

From concept design to digital build to launch, our in-house team will handle it all with your approval every step of the way!

- Custom templates with your brand colors, logo, and imagery
- Information architecture outlining page navigation and content flow
- Content creation tailored to your company's benefit offerings, document sharing, multimedia, and vendor resources
- Year-round flexibility to make changes and updates
- Platform maintenance, updates, and security monitoring
- Secure and unique URL/domain, annual hosting, and SSL
- Analytics reporting of site data and metrics

In addition to Spitfire's Interactive Benefits Microsite, you will receive **TWO FREE** customized digital or print-ready postcards!

Tracking Engagement

Our data tracking tools allow us to capture tailored reporting. We can then analyze the engagement metrics of your Interactive Benefits Microsite to see where it's capturing the most attention.

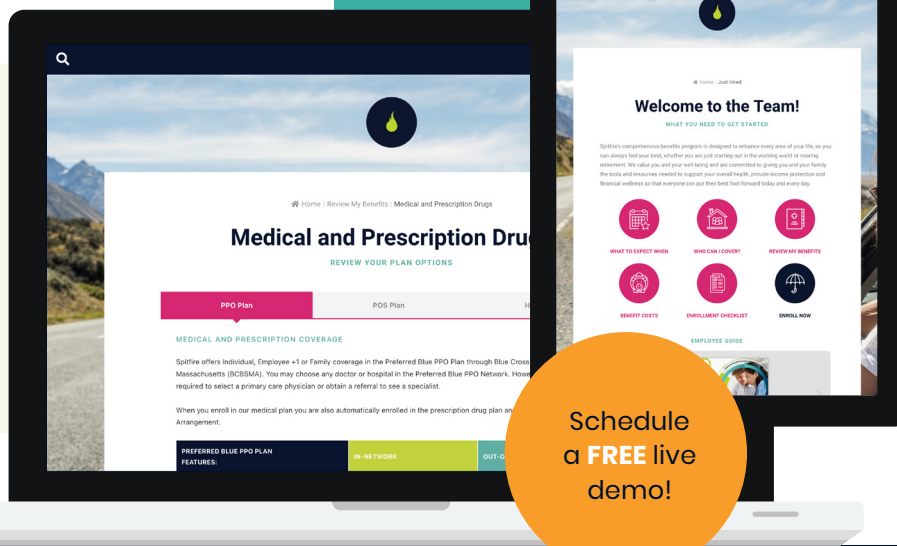
- Number of visitors
- Bounce rates
- Average page views per session
- Session duration
- Average time on page
- Top traffic sources
- Devices used
- Interactions per visit



Did You Know?

58% of the workforce feel digital communication has become a focal point of workplace communication and productivity.

(Source: McKinsey & Company)



If you'd like to learn more, please contact:

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