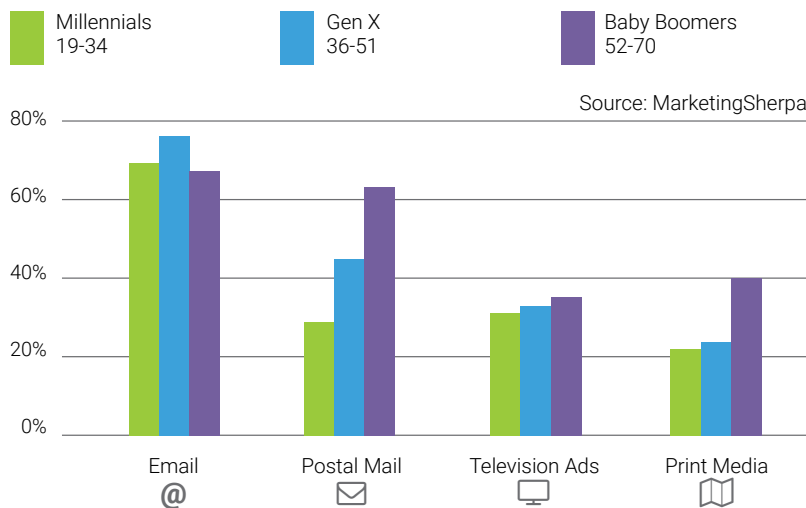


Engage participants and maximize outreach effectiveness

The results are in. Email is employees' preferred method of communication when it comes to finance, employment and benefits matters. SmartConnect allows you to easily upload employee email addresses in order to facilitate communication, digital outreach, and participant education. Our app is so streamlined that it only takes two short steps to capture and transmit all emails.



Communication channel preferences by age group



72% of consumers chose email when asked, "In which of the following ways, if any, would you prefer companies to communicate with you?" according to Marketing Sherpa. **Postal mail was a distant second with 48% of respondents.**

Guided and Interactive Experience

SmartConnect is a repeatable method that enables you to capture often missed but critical information: employee email addresses.

Easy to Use

You will receive an email containing a link that explains how the simple program works. Next, a video guide will walk you through the simple, two-step process:

- 1 First**, you easily upload a list of employee email addresses. The tool can accommodate nearly every file type.
- 2 Second**, you simply confirm the collected information and click submit to transmit the email list.

Focused and Secure

- Once the file is transmitted, employee data is analyzed and held securely. This allows for targeted communication programs that include specific calls-to-action.

We'll provide measurable results back to you so that together we can track effectiveness along with participant engagement and satisfaction.