



Our impact: Measurable + meaningful

Evive customers are Fortune 1000s united by a shared philosophy: human capital is essential to their success. These leaders understand the role benefits can play in creating and sustaining a thriving, loyal workforce.

Our customers look to us to make their benefits investment work harder, measure its impact, and optimize their strategy over the long term.

By making benefits more personalized, seamless, and simple for your employees to use, Evive can help you get the most from your benefits investment.

Want to learn more? Visit goevive.com



A strategically coordinated email communications program, written using proven behavioral science techniques, was timed to align with key decision points during open enrollment.

Turn over to read the full story.

benefits love®

evive

Impact stories

Benefits education

Customer

\$63 billion global food-and-beverage company

Problem

The company offered webinars to help educate its employees about the financial implications of their benefits decisions. But existing communications were lost in the annual open-enrollment shuffle, and few employees were aware the webinars were available.

Goal

Increase the number of registrations and attendees for webinars, while streamlining the communications program overall to include only high-impact, relevant messages. Give employees greater confidence in their benefits choices.

Our approach

Create a data-based, event-driven communications program leading up to open enrollment, with messages coordinated within the overall communications calendar. Use principles of behavioral science to nudge employees to take action and register for the webinars.

Outcomes

314.2%

more registrations for
"Basics of Insurance" webinar

254.5% higher attendance

339.1%

more registrations for
"HSA Back to Basics" webinar

342.9% higher attendance