

Colonial Life<sup>®</sup>  
The benefits of good hard work.<sup>®</sup>



Enroll with ease



## Start with the end in mind

You want your employees to make good choices,  
and feel good about the choices they make.

We're here to make sure that happens.

### OUR PROMISE TO YOU

*We'll educate and enroll  
employees in their  
benefits, all year round,  
wherever they are.*

## Trust the process

If 10,000 hours of practice can make you an expert,  
our 25,000 annual enrollments place us in a league  
all our own.

Our people and processes get put to the test with  
nearly 100 different clients every day. This is how  
we know our approach works.



## Educate everyone, everywhere

We've found that the more employees understand their benefits, the more empowered they feel – and the more likely they are to participate.



**ONLINE**



**MATERIALS**



**EMAIL**



**COUNSELING**

We begin every enrollment with a series of communications, crafted to spark employees' interest and inform their decision-making. Then we meet with them 1-to-1 to answer questions and help them navigate their benefit options.

# Enroll more effectively

We've found that the key to enrollment is reaching employees where they are, how they want to communicate and with information that interests them.

Our system does that by making benefits counseling available however it works best for you and your employees.



IN PERSON



OVER THE  
PHONE



ONLINE

## Work together in Harmony

Our Harmony enrollment system is a perfect platform for small businesses. It delivers all of the necessary information and control, without the time, training – and added expense – of a full ben admin system.

Whatever it doesn't offer in automation, we more than make up for in personal attention and service. No algorithm on the planet can do that.



[ColonialLife.com/employer](https://ColonialLife.com/employer)

## Let's get started

We'll happily walk through how our enrollment process can work for you.

# Place employees first



OVERALL EMPLOYEE  
SATISFACTION



Our benefits counselors provide clear information, without any pressure. This helps employees understand their personal financial situation and the benefits you're making available.

Here's how more than 78,700 employees rated their 1-to-1 benefits counseling sessions:



said it's important to have a 1-to-1 benefits counseling session annually



said their level of understanding improved after a 1-to-1 benefits counseling session



said their benefits counselor was attentive to their needs



said their benefits counselor was knowledgeable



said their benefits counselor gave straightforward advice



said their benefits counselor explained all options and didn't just sell them insurance



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*Insurance coverage for*

**ACCIDENTS ■ ILLNESS ■ DISABILITY ■ LIFE**