

CASE STUDY: TEXT MESSAGE DIRECTS THOUSANDS TO NEW HUMAN RESOURCES PORTAL FOR OPEN ENROLLMENT

TRUCKING FIRM USES TWO-WAY TEXTING TO STEER EMPLOYEES TO NEW HR PORTAL FOR BENEFITS ENROLLMENT

THE PROBLEM:

When a transportation enterprise decided to begin using a new human resources (HR) portal during benefits enrollment, the company realized that getting their long-haul trucker employees to use the portal during the narrow enrollment period would be a challenge given the majority of did not use email and were on the road most of the time.

THE SOLUTION:

In cooperation with its insurance brokers, the company decided to deploy two-way texting so all employees could receive text messages with the link to the new HR portal on their phones. The two-way texting platform could also remind employees when open enrollment was starting and ending and provide additional updates, as needed.

THE RESULTS:

The Dialog Health two-way text messaging platform allowed the HR department to communicate quickly and efficiently to nearly 4,000 employees. A link to the new HR portal shared via text message was clicked more than 4,500 times during the open enrollment period. Considering only 6% of employees opted out of receiving texts, **utilization of the texted link was well over 100%**. In a single month, over 20,000 texts were sent that informed employees of their benefit options, open enrollment dates, and links to easily select their benefit plans.

THE CONCLUSION:

Dialog Health two-way mobile messaging platform is an efficient and cost-effective way to communicate to all staff with a mobile phone and who elect to remain opted in for texting. Considering that 97% of mobile phones can access the internet, including a link made it simple for the enterprise to engage with its employees and direct them to the HR portal.



EXAMPLES OF TEXTS SENT:

- **TRANSPORT CO:** Hi Fred! Benefits Open Enrollment begins TODAY. Benefits Open Enrollment allows you to elect or make changes to your employee benefits. Let our HR portal help you choose the best plans: bit.ly/MYBenefits. Make your final decisions through your standard benefit enrollment method on or before [October 31](#). If you have questions, please call HR.
- **TRANSPORT CO:** Fred, don't delay! Enroll before [Oct 31](#) for benefits. Review your benefits options here: bit.ly/MYBenefits and then make your final decisions TODAY through your standard benefit enrollment method.
- **TRANSPORT CO:** Tomorrow is the LAST DAY to enroll or make changes to your benefits. Review your benefits options here: bit.ly/MYBenefits Use your standard benefit enrollment method to make benefit decisions TODAY.

To learn more:

Visit DialogHealth.com

Text: 615-429-4252

Email: brandon@dialoghealth.com

dialoghealthTM
Two-way text messaging.