

7 PROVEN SMS STRATEGIES TO IMPROVE OPEN ENROLLMENT AND EMPLOYEE ENGAGEMENT



***CUT COMMUNICATION COSTS
AND INCREASE EMPLOYEE PARTICIPATION***



Open Enrollment doesn't have to mean inbox overload, confusion, or chasing people down. SMS is the fastest, most effective way to reach your workforce—on their terms, in real time.

Here are 7 strategies that help HR teams communicate clearly, reduce stress, and drastically improve participation:

1. Send Key Dates & Deadlines via Text

Don't let enrollment windows sneak up on employees. Timely SMS reminders cut through the noise and ensure no one misses the deadline.

Why Two-Way Matters:

If an employee has a conflict or question about the deadline, they can reply instantly. This creates a quick feedback loop that builds trust and ensures more employees take action on time.

2. Link Directly to Your Benefits Portal

Make it easy. Send secure, trackable links by text to your enrollment site, FAQs, or plan comparison tools—so employees can act fast, wherever they are.

3. Personalize Your Messages

Use employee names, department info, or location-based scheduling to make texts feel relevant. Dialog Health platform makes it easy for you to personalize and automate your messages – which results in higher open and action rates.

Why Two-Way Matters: A personalized message feels like a conversation—not a blast. When employees feel like they’re being spoken to directly, they’re more likely to engage, reply, and follow through with questions or feedback.

4. Automate Campaigns by Group

Schedule campaigns by shift, region, or role so the right people get the right info at the right time—without overwhelming your HR team.

The DH Difference: Employees in different groups have different needs. With our easy-to-use “dynamic tags”, you can send SMS specific to each group (e.g., remote vs. office, hourly vs. salaried), for improved engagement.

5. Use Two-Way Texting for Questions

Send out an SMS with a Link to your FAQs – easy access to frequently asked questions reduces the workload on your HR staff.

The DH Difference: Set-up direct texts to let employees ask quick questions by replying to a text.

6. Send Friendly Nudges for Incomplete Enrollment

Identify who hasn't completed their benefits selection and send a quick reminder text. You can even offer help or next steps.

Why Two-Way Matters:

Not everyone skips enrollment on purpose—many just hit a roadblock. A simple reply like “Need help?” can trigger a one-on-one conversation that solves the problem and gets them across the finish line.

7. Multi-Language SMS – Speak Their Language

One of the most overlooked reasons for low engagement? Language barriers. Automated your text messages in their preferred language – you will see drastically improved engagement.

The DH Difference: Our easy-to-use, self-service console allows you to personalize SMS.

BONUS –Say Thanks & Ask for Feedback

After enrollment, thank employees via text—and send a quick pulse survey or NPS to understand how you can improve next time.

Why Two-Way Matters:

A one-click survey link or simple reply (“Good,” “Okay,” “Needs improvement”) lets employees feel heard. It opens the door to ongoing dialogue, not just a one-and-done message.

CLIENT CASE STUDIES

ENGAGEMENT RESULTS WITH DIALOG HEALTH

**DRASTICALLY
HIGHER RESPONSE
AND ENGAGEMENT
RATES**

78%
Open Enrollment
Response Rate

**INCREASED
COMPANY
WEBSITE/PORTAL
UTILIZATION**

89%
Increase in
Website Utilization

**IMPROVED
EMPLOYEE
SATISFACTION
AND RETENTION**

90%
Retention Rate for
Opted-in

**REDUCED
WORKLOAD AND
MANAGEMENT
COSTS**

+50%
Reduced
Acquisition Costs

Dialog Health has partnered with Healthcare's top HR experts to address communication pain points during open enrollment. Our texting platform provides solutions to enhance engagement and results.

We can show you how.

Contact us today to learn more.



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