Proposed Open Enrollment

JOURNEY MAP

Benefits Proposed Open Enrollment Health First

PROJECT

28 August 2018

EXPORT DATE

Preventive Care Rewards				Awareness	Self Education			Open Enrollment Period				Confirmation Statements
Visit to doctors, labs, prever	Filling the form online providing	Free financial advising from EAP	Online Certificate of completion	Email Communication received fr	Web Research with AI	Benefit On site programs. Educat	Benefit Fairs	Online Enrollment thru a benefit	Compare product pricing	Health Insurance Selection and C	Voluntary Benefit Selection	Letter confirming my selections.
Visit to doctors, labs, prever	Filling the form online	Free financial advising from EAP	Online Certificate of completion	Email Communication received fr	Web Research	Benefit On site programs. Educat	Benefit Fairs	Online Enrollment thru a benefit	Compare product pricing	Health Insurance Selection and C	Voluntary Benefit Selection	Letter confirming my selections.
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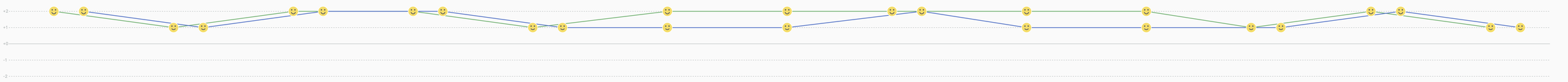
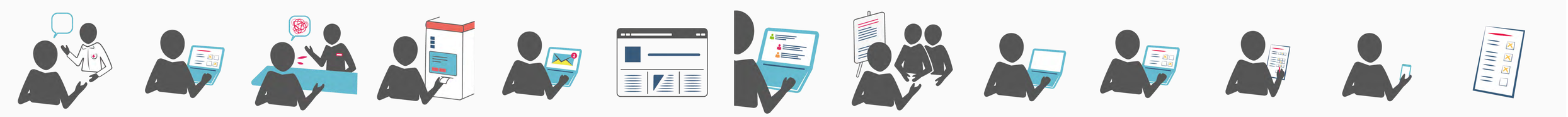
Julia — JULIA'S JOURNEY

Visit to doctors, labs, preventive care	Filling the form online providing evidence for discount on deductible Certificate of completion will give a $500 off your deductible	Free financial advising from EAP financial counselor. Certificate of completion will give a $200 off your deductible	Online Certificate of completion will give a $200 off your deductible	Email Communication received from Health First	Web Research with AI One stop shop. Benefits website with access to associate, spouse and dependents. All vendors information included and accessible. CHAT BOX OPTION for FAQs	Benefit On site programs. Educational Sessions. Program enhanced and expanded thru 24/7 CHAT box and all Fridays live chat	Benefit Fairs Virtual Benefits Fair open 24/ 7. Available for associate dependents and spouse. Live Chat M-F during open enrollment	Online Enrollment thru a benefit focused platform. Easier selection and comparison process. Mobile accessible with virtual assistance	Compare product pricing New platform will allow real time calculations, comparison and Health Insurance experience look back to select the needed plan and not the wanted plan.	Health Insurance Selection and Core Benefits selection New platform allow more single clicks options and easier web interface	Voluntary Benefit Selection Full integration with new benefits platform to easily analyse the financial impact in just one process	Letter confirming my selections. Immediately after completing selection and online acknowledgement with auto email finishing the enrollment.

Julia / Laury Bencoor / Paul — EMOTIONAL JOURNEYS



Julia — JULIA'S STORYBOARD



Julia — ENGAGEMENT METER

BENEFITS DEPARTMENT JOURNEY

Laury Bencoor — LAURY BENCOOR'S JOURNEY

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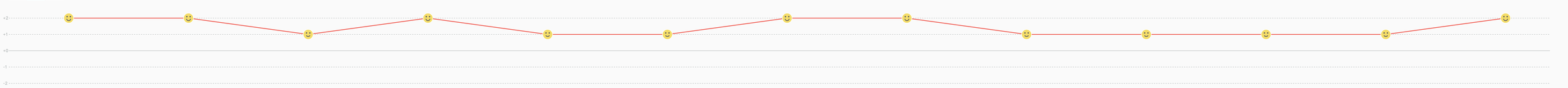
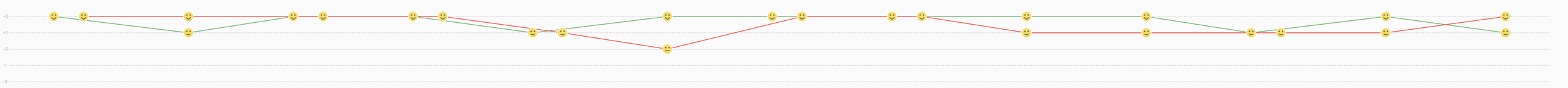
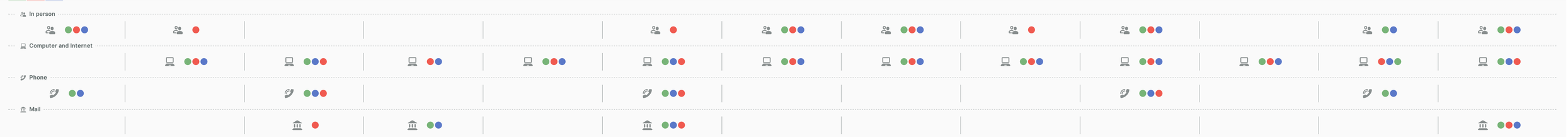
Laury Bencoor — LAURY BENCOOR JOURNEY



Julia / Laury Bencoor / Paul — COMBINED JOURNEY'S COMPARISSON



Julia / Laury Bencoor / Paul — CHANNEL OVERVIEW