



Employer and employee satisfaction with group benefit marketplaces

September 2018

What do employers and employees who use a group marketplace for benefits think about their experience?

Results of Willis Towers Watson's 2018 survey of employers and employees



Employer and employee satisfaction with group benefit marketplaces

About our study:

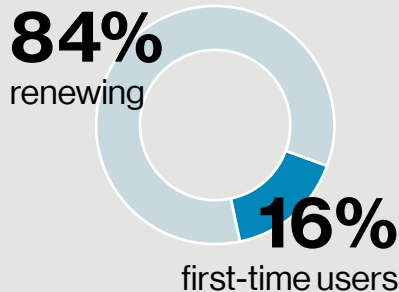
Over the past 18 months, Willis Towers Watson conducted a survey of employers and employees who use our Group Marketplace for their benefits to learn about their experience. This survey targeted employees with open enrollment dates between January and December 2017, and employers with benefits effective dates between April 2017 and March 2018.

Employers



159

respondents

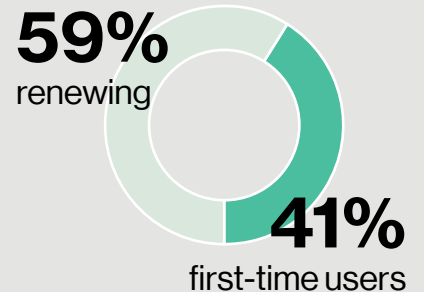


Employees



17,284

respondents



What we learned

The data show that overwhelmingly, employers and employees are satisfied with their marketplace experience.

Employers are glad they made the switch from a traditional benefit delivery model, and report strong satisfaction with cost control, streamlined administration, and the implementation and renewal process.

Employees reported satisfaction with having choice in benefit offerings, the ability to choose their own benefits, and the benefits they chose. Employees also are more likely to stay with their employer because of the marketplace.

“Being able to compare options is great.”

— Marketplace employee user



What did employers tell us about their marketplace experience?

Employers realized value on many levels.

Top three reasons for choosing a benefit marketplace:

1 Improve benefit offerings

2 Simplify administration

3 Control costs

Satisfaction all around:



99%

of employers were **satisfied with their overall experience.**



"Everything is all in one place."

— Marketplace employer user

Control over costs:



87%

of employers said the marketplace **helped them control benefit costs.**

Made their jobs easier:



90%

of employers said their **benefits administration was simplified.**



"The administrative/paperwork aspect of open enrollment and managing new employees throughout the year is a huge time saver."

— Marketplace employer user

Switching is a breeze:



88%

of first-time marketplace users found the **change management process easy.**



"Saves time. I am one HR manager so having the employees shop and enroll online has saved me a tremendous amount of time."

— Marketplace employer user

A smooth process:



92%

of employers said their **implementation was well-managed,**

and **94%** said they spent the **right amount of time** on it.

Helping employees choose:



91%

of employers agreed the **decision support functionality prepared their employees** to make the right choices for them,

and **89%** said moving to the marketplace has **enhanced their employees' understanding of benefits and costs.**

Help there when needed:



99%

of employers thought the Employee Service Center **effectively answered their employees' questions.**

No buyer's remorse:



97%

of employers were **glad they made the switch.**



"It has greatly simplified the benefits process while still allowing my employees to select the portfolio that best fits their family's needs."

— Marketplace employer user

Looking to the future.

Evolving benefits strategy:

100%

of first-time marketplace employers agreed the group marketplace helped them move their benefits strategy forward.

Better every year:

92%

of renewing employers believe their marketplace experience gets better year over year.

Added "benefit":

89%

of employers said moving to the marketplace has positively impacted company culture.

Employers are glad they made the move to a benefit marketplace, and so are their employees...

What did employees tell us about their marketplace experience?

Employees are all about choice.

94%

of employees were **satisfied with the variety of choices available.**



"I like how user friendly it was. It detailed the different options and made benefit selection easier."

— Marketplace employee user

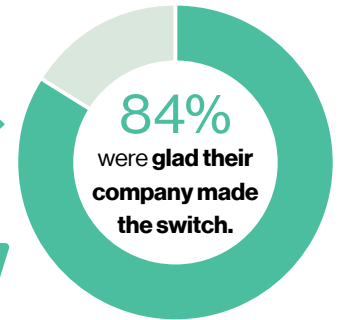
97%

of employees **preferred to choose their own benefits** (rather than have their employer choose for them).



Perceptions change quickly for employees.

Initially only **16%** of employees were excited about moving to the marketplace, but after enrollment,



Employees love the marketplace.



96%

of employees are **satisfied with the shopping and enrollment experience.**

Employees are making smart decisions (not based on cost alone).

Almost **6** out of **10** employees agree the main reason they chose their benefits was because they provided the **right level of coverage.**



"It provided clear, detailed information that enabled me to make the best selections for my family."

— Marketplace employee user



Employees are more educated.

88%

said they are **now more aware of the costs of medical care.**



"I...really like the options you provide for viewing costs — monthly, per paycheck."

— Marketplace employee user

87%

said they **better understand what their health insurance and other benefits cover.**



"It was easy. There were a lot of choices, but I was able to take my time and read up on them before I had to make a choice."

— Marketplace employee user

82%

agree the **education tools helped them** make informed decisions.



"I really like the interfaces where you can see a pie chart breakdown of the options selected and their prices. It's nice to have a visual representation."

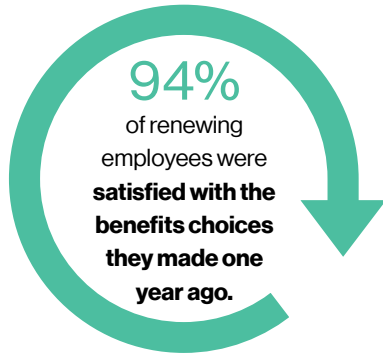
— Marketplace employee user

86%

feel more **confident in their health care decision making.**



No buyer's remorse for employees.



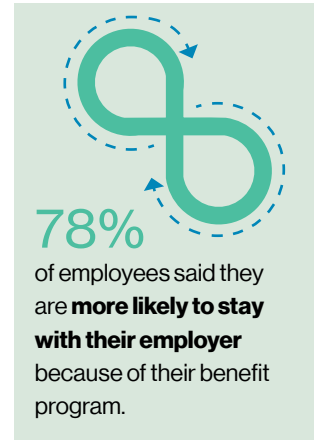
And they appreciate their employer, too.



90%
of employees said
they are **more aware
of their company's
contribution** toward
their benefits.



90%
agree they would
**want their next
employer to
offer a benefit
marketplace.**



Better with time

Our survey found that over time, renewing employers feel even more strongly about their experience in terms of **overall satisfaction, ease of administration** and the **amount of control** they had over the benefits selection process. —————>

And most renewing employees saw little need to make substantial changes to their previous year's portfolio, underscoring the impact of **choice** and **decision support** to help employees find the right benefits for them.

The data is in — employees appreciate employers that give them choice over their benefits, and employers can reap the rewards in terms of increased attraction and retention.

92%
of employers said
they believe their
experience gets
better with each
passing year.

About Willis Towers Watson

Willis Towers Watson (NASDAQ: WLTW) is a leading global advisory, broking and solutions company that helps clients around the world turn risk into a path for growth. With roots dating to 1828, Willis Towers Watson has 40,000 employees serving more than 140 countries. We design and deliver solutions that manage risk, optimize benefits, cultivate talent, and expand the power of capital to protect and strengthen institutions and individuals. Our unique perspective allows us to see the critical intersections between talent, assets and ideas — the dynamic formula that drives business performance. Together, we unlock potential. Learn more at willistowerswatson.com.



To learn more

about how benefit marketplaces can help you achieve positive results for both your company and your employees, **[contact us](#)** today to speak with someone about your particular needs.