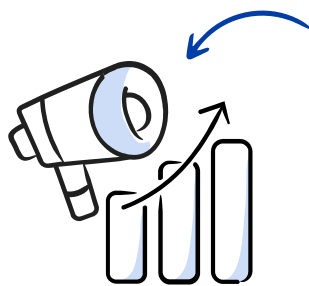


Driving Benefits Engagement and Participation

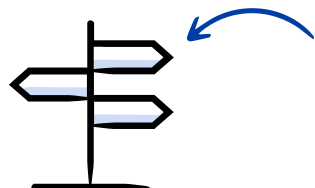
Just Global embraced Nayya's personalized decision support to increase their Open Enrollment and voluntary benefits participation.

Meet Just Global



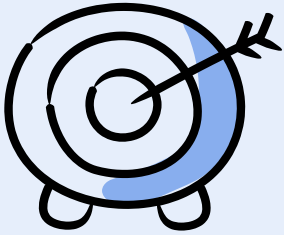
Just Global is a full-service, integrated marketing agency that partners with some of the world's most impactful and influential brands. Headquartered in Emeryville, California, Just Global has offices and staff spread across the U.S., Europe, Singapore, and Australia.

The team's work has taken home multiple awards, including accolades from The Drum Awards, The B2B Marketing Elevation Awards, and Hermes Creative Awards. Social impact takes a front row seat at Just Global through their "Just Cares" initiative, which grants pro-bono marketing hours to local nonprofits to give back to the community.



Just Global partnered with Nayya to enhance the benefits enrollment experience, ensuring that their employees had the guidance and support they needed during Open Enrollment.

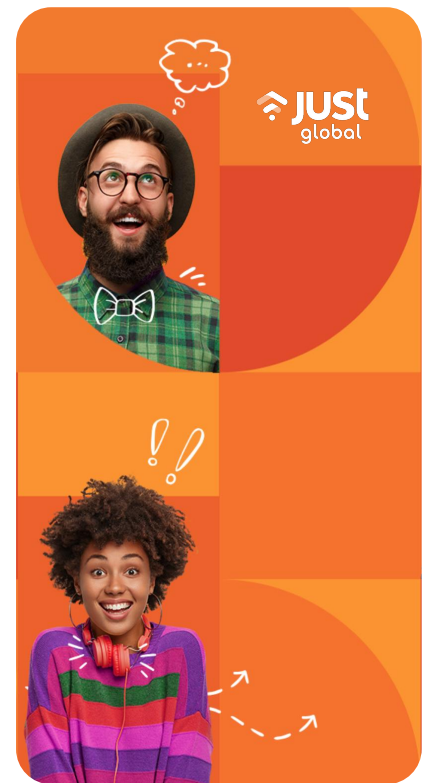
The Challenge



- * Just Global's HR team came to Nayya with a few specific goals in mind for Open Enrollment. They had set high participation and engagement goals for their benefits programs and wanted to encourage employees to enroll in their newly offered voluntary benefits programs.
- * A large percentage of Just Global's employees are new entries to the workforce, with many enrolling in healthcare benefits for the very first time. During previous Open Enrollment periods, employees learning how to navigate the system on their own found the process confusing and stressful. The HR team wanted to be able to provide these employees with the extra support they needed to keep their workforce healthy and financially well, without running out of bandwidth.

The Solution

- * Just Global aimed to provide their employees with a decision support solution that would deliver personalized guidance at the individual level while educating employees about the three new voluntary benefits plans they were offering. By asking the right questions about users' lifestyles and unique situations, Nayya was able to provide the Open Enrollment guidance that Just Global's employees needed, significantly reducing the burden on HR.
- ✧ Nayya's easy to navigate benefits enrollment survey allowed the platform to learn more about employees and provide personalized benefit bundles, helping employees understand how much coverage they needed in terms of both health insurance and voluntary benefits. Employees appreciated the personalization and guidance as they completed their enrollment, with Nayya's proactive notifications and targeted communications via email nudges resulting in the highest Open Enrollment participation rate that Just Global has ever seen.
- * Cameron Hyland, Just Global's broker partner from Woodruff Sawyer shared, "As a broker, we work with our clients to try and meet insurance carrier participation requirements and typically have trouble reaching 10% employee enrollment no matter how many presentations and Q&A sessions we provide. By spending just 10 minutes with Nayya, employees fully understood the necessity of these new benefits which led to over 40% enrollment in each new line of coverage. The results were incredible!"



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“Incorporating Nayya into our 2021 open enrollment was **a small action that had large positive outcomes** in educating our employees on our many benefits options. The interactive and personalized experience in the platform made it easier for our employees to understand which benefits would be best for their personal circumstances.”

– **Elizabeth Durkin**, People Operations Manager

The Results

Nayya's Impact on the Benefits Enrollment Experience



Nayya helped **increase employee engagement and satisfaction** while reducing the demand on Just Global's Human Resources team's valuable time.

Not only did employees have a positive experience using Nayya, they let Just Global know that they felt **more prepared and confident throughout the benefits enrollment process**. Just Global also saw an increase in employee interest in their voluntary benefits offerings.



Nayya successfully helped the Just Global team **communicate the value of their newly offered voluntary benefits**.



47% of Just Global's employees enrolled in **critical illness insurance** with Nayya.



Just Global's **HR admin burden was significantly reduced** during enrollment compared to previous years.



46% of employees enrolled in **accident insurance** after Nayya was implemented.



Nayya helped the Just Global HR team provide employees with a smooth Open Enrollment experience. Thanks to Nayya, employees spent an average of just **10 minutes** selecting their health insurance plan and voluntary benefits.

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Partnering with Nayya during Just Global's Open Enrollment produced **amazing results**. We were blown away not only by the **level of engagement the employees had with the tool** but also with how Nayya efficiently used multiple sources of data to educate and provide personalized benefit recommendations to each of them based their unique life situation.

– **Cameron Hyland** AVP, Account Executive – Employee Benefits at Woodruff Sawyer