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How a payment processing company *increased voluntary benefits engagement* with Pasito.

Learn how one mid-market fintech company turned open enrollment into a 32% increase in supplemental health premium with Pasito, doubling participation in Voluntary Life and Hospital Indemnity.

CLIENT

Fintech company
Mid-market

PRODUCTS

Benefits Microsite
AI Decision Support
Communications

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The challenge

A full voluntary benefits transition, landing right at open enrollment

A payments technology company was moving its voluntary benefits and wanted the transition to deliver real value for employees. A carrier transition is as much a communication challenge as an administrative one, and new coverage only helps the people who understand it.

The company offered a strong supplemental package, but enrollment in the voluntary lines trailed the medical plan. Employees weren't ignoring their benefits, but they didn't have a clear way to see what each benefit was worth to them, so they didn't act on it. With open enrollment approaching, the client needed to put the full package in front of every employee, clearly.

DECISION SUPPORT

> Our partnership with Pasito has helped us deliver a stronger enrollment experience for our shared clients. It's the kind of collaboration that makes a real difference for employers and their employees.
>
> SR. VOLUNTARY SOLUTIONS MANAGER

What Pasito delivered

Every benefit in one place, live on day one

As part of the transition, the company used Pasito to bring the full benefits package into one place. Every employee got a personalized benefits microsite covering all of the company's benefits, plus data-driven personalized benefits recommendation and access to a microsite covering the company's full benefit package.

Employees answered a few questions about their household and health needs, and Pasito projected costs and ranked the plans for each person, including the voluntary lines. Once employees could see what each benefit was worth to them, enrollment followed.

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The results

Enrollment moved across every voluntary line

LINE OF COVERAGE	PRE-ENROLLMENT	POST-ENROLLMENT
Accident	23%	26%
Critical Illness	16%	18%
Hospital Indemnity	11%	21%
Voluntary Life	13%	31%

Supplemental health premium grew 32%. Voluntary Life participation more than doubled, from 13% to 31%, and Hospital Indemnity nearly doubled, from 11% to 21%.

Engagement drove the enrollment: 44% of employees were active on the microsite on day one, and 79% had logged in by mid-June.

32%

Growth in supplemental health premium

79%

of employees logged in by OE, with 44% active on day one

FINTECH · MID-MARKET
MICROSITE · AI DECISION SUPPORT · COMMUNICATIONS

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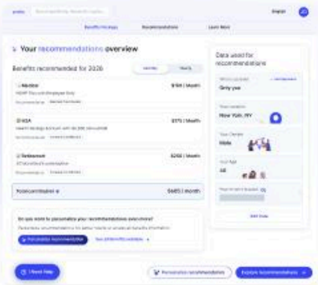
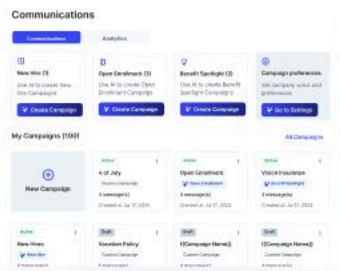
About Pasito

Decision support



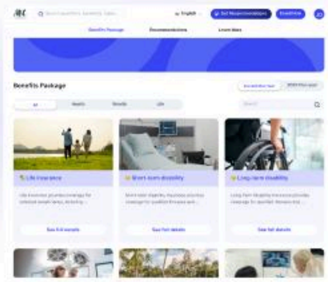
Pasito creates proactive, personalized benefits recommendations for employees, helping them project health expenses, retirement plan contributions, and more.

Communication campaigns



Use Pasito to send SMS and email campaigns to custom population groups, driving open enrollment sucess and benefits engagement year-round.

Benefits microsite



Pasito builds a branded website, complete with eligibility criteria, to easily direct employees to all their benefits information and share benefits with candidates.

Pasito is the AI-native workspace for benefits. Carriers, consultants, and employers use Pasito to build guides and microsites, deliver personalized decision support, and answer employee questions all year. More than 40,000 plans have been built in Pasito with over 96% extraction accuracy.

FROM PASITO

Employees rarely turn down benefits they understand. When someone can see what a plan is worth to their own household, they enroll with confidence, and that's exactly what the numbers show

PAULINE ROTETA
FOUNDER & CEO · PASITO

See what Pasito can do for your team.

pasito.ai/demo · partnerships@pasito.ai

See Pasito in action →