

Don't miss out on this simple way to build your business

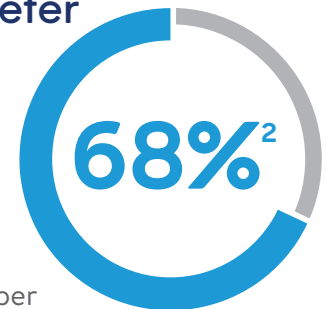
Technology has dramatically simplified our day-to-day lives. Whether business or personal — digital interaction has replaced traditional methods because it's easier, faster and more efficient — and nowadays, it's what consumers have come to expect. Why should voluntary worksite benefits enrollment be any different? That's why MassMutual provides an electronic enrollment platform that's not only effective for your clients and their employees, but also a way to help you build your business.

MassMutual's electronic enrollment platform provides:

- An easy way for employees to learn about and choose their benefits
- A streamlined, quicker enrollment process — especially for multiple products
- Real-time data that makes it easy to monitor enrollment progress
- Availability of an enrollment support team
- Better accuracy that means not needing to reengage employees after submitting enrollment forms
- A great way to build your worksite business

Studies show that both employers and their employees prefer electronic enrollment experiences.

Two out of three employers who have traditionally used a paper enrollment process, would be interested in electronic enrollment if it was made available.¹ Sixty-eight percent of employees prefer to enroll online.²



Contact your MassMutual representative to find out how to get started. It may be easier than you think.

¹ Clinging to Old Habits, Employer Strategies for Enrolling Workplace Insurance Benefits, Employer Study, LIMRA, 2016 www.limra.com.

² Can You Hear Me Now? Employee Views of Benefits Communication and Enrollment, LIMRA, 2015 www.limra.com.