



THE SOURCE PERSONALIZE +

Making employee benefits personal

It's no secret that employers need to offer a robust benefits package to remain competitive in the job market and retain top talent. But even the best packages won't be totally effective if employees aren't clear on the value of their benefits, or where to find them. The Source is a mobile engagement platform that consolidates benefits information, enrollment and communications into one convenient spot.

The Source Personalize+ elevates your employees' engagement with their benefits by making them proactive and targeted. This cutting-edge enhancement emboldens your people to take control of their benefits and care year-round. Using employee data, we deliver the right message, the right way, at the right time to take employee engagement to the next level. The Source Personalize+ synthesizes claims information to deliver targeted, relevant messaging to employees when they need it most.

Key Elements

DEEP DATA FOUNDATION

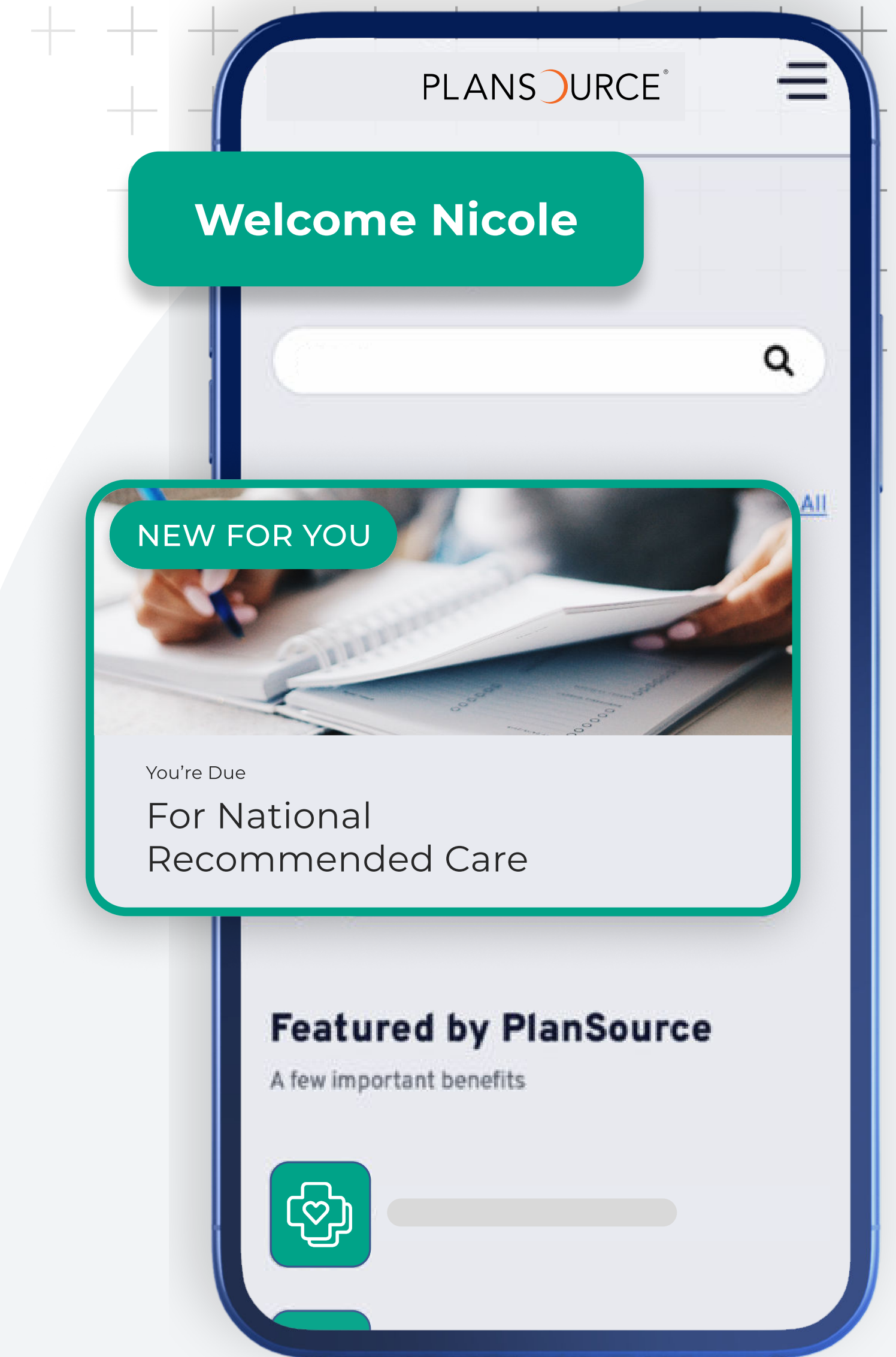
A robust data set builds profiles of employees using proprietary tagging system

PERSONALIZED COMMUNICATION

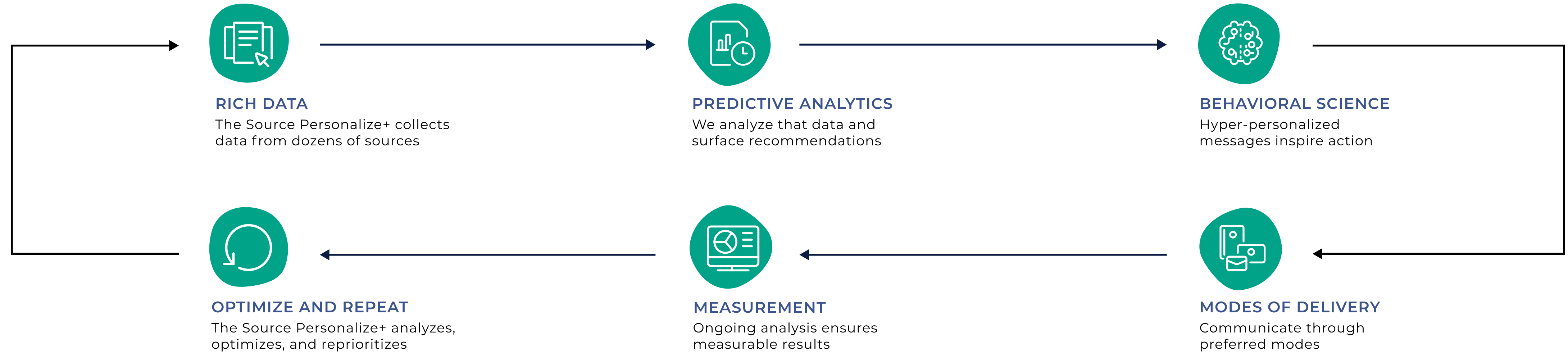
Just-in-time, need-based messaging created by experts and delivered via email, SMS or push notification

INSIGHTFUL REPORTING

Analytics provides insights into your workforce and people-strategy development.



How The Source Personalize+ Works



Enhancement Features

PREDICTIVE ANALYTICS

Use of data, algorithms, and machine learning to identify the likelihood of future needs

MICRO-SEGMENTATION

Targeting a specific group within a population based on shared attributes such as location, demographics, health conditions, or predicted behaviors

CURATED CONTENT

Timely, targeted campaigns and expert-created messaging designed to spark engagement, aid in enrollment, improve utilization, and achieve business outcomes

CLOSED-LOOP ENGAGEMENT

Harness fine-tunes machine learning to create a systematically smarter enhancement that is continuously analyzing and optimizing