

# ON24

# Virtual Benefits Center



## Key Benefits

- + Expand your benefits communications programs to reach a global audience
- + Provide an engaging benefits learning experience while reducing costs
- + Serve the messaging and communications needs of various audiences (e.g., different demographic groups)
- + Drive awareness of specific benefits programs such as health insurance, college savings plans, and retirement programs.
- + Deliver interactive training sessions via webcasts, collaboration tools and social networking
- + Improve assessment of viewer participation, engagement, and feedback

## VIRTUAL BENEFITS CENTER

### Taking Benefits Communication to the Next Level

Effective benefits communication can improve employee satisfaction, and loyalty. Achieving these goals, however, requires that employers develop ongoing programs for benefits education which need to be tailored to the different types, generations, and views of their employees. This can be a daunting task, particularly considering the pressure for HR managers to reduce costs.

The ON24 Virtual Benefits Center is being used by leading companies to provide engaging communications programs for:

- + Open Enrollment
- + Benefits Options Training
- + Retirement Planning and Saving
- + Plan Provider Options

The ON24 Virtual Benefits Center provides benefits information in the form of live webcasts, on-demand resources, social networking, and other interactive features. It is becoming the foundation for benefits education programs, because it helps companies improve employee engagement, tailor benefits communication, and reduce costs.

## ON24 VIRTUAL BENEFITS CENTER FEATURES



### Engaging Virtual Locations

- + Interactive Plaza with personalized video greeting
- + Auditorium for town hall meetings and informational webcasts
- + Resource Center for centralized library of benefits content
- + Virtual rooms for benefits topics or plan provider information
- + Lounge & game room for social networking & informal discussion

### Community & Networking Features

- + Live webcasts for company-wide communication
- + Group, scheduled and 1:1 chat for formal & informal discussions
- + Enterprise social networking – Yammer, SocialCast & Chatter
- + RSS feeds to add blogs, corporate news, and job listings
- + Idea generation features for feedback / innovation applications
- + Staff lists for easy access to subject matter experts
- + Surveys to gain insight into viewer interests
- + Giveaways to reward activities such as completing surveys

### Content Management

- + Content management system for organizing your resources
- + Bulk upload allows rapid addition of documents & slides
- + Related content tags for associating content with complementary materials
- + Resource lists of documents, webcasts, videos and more
- + Multiple search filters for quick content retrieval
- + Scrolling marquee for real-time messaging

### Enterprise Requirements

- + Enterprise-class security including single sign-on, SAML authentication and role-based access
- + Integration with enterprise content management systems
- + Multilingual with real-time "toggling" between languages
- + Real-time reports capture viewer behavior & activity
- + Mobile support – optimized display on tablets and mobile phones