

BENEFIT PLAN COMMUNICATIONS

3 CRITICAL MISTAKES AND HOW TO FIX THEM



1 Deploying a Single Method of Communications

The channel in which you communicate with your audience (think: text, email, phone call, written letter) matters! Pick the wrong method of communication and people could miss your message entirely.

WHAT YOU CAN DO?

Where possible, segment your communication by audience. Talking to millennials? Try sending the information via text message. Need to reach a baby boomers? A phone call may work better.



2 Long and Confusing Messages

You may be an expert in benefit plans, but your audience members probably are not. Messages that are technical can result in audience frustration and messages that are too lengthy might not even be read.

WHAT YOU CAN DO?

Keep your messages concise and free of jargon. Easy-to-understand charts and a glossary of uncommon terms can help.



3 Only Sending Your Message Once

Your audience is busy and gets hundreds of emails a day. Your challenge will be to cut through the clutter. If you only send your message once, it's likely to be overlooked.

WHAT YOU CAN DO?

Start early and plan a cadence or reminder messages so your audience doesn't miss an important notice.

BDO CAN HELP

BDO audits more than 1,900 plans and is the 3rd largest auditor of employee benefit plans. Our engagements are staffed with accountants who have experience with all types of audits including defined contribution (401(k), profit sharing, ESOP, and 403(b) plans); defined benefit (pension, cash balance); and health and welfare plans.

To learn more, visit: www.bdo.com/ebp-audits.

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