

# alex<sup>®</sup> *The Basics*

## What Is ALEX<sup>®</sup>?

ALEX helps employees make smarter choices about important life events, from selecting a health insurance plan and saving for retirement to managing finances or a leave of absence. By walking employees through complicated decisions, ALEX's interactive SaaS employee communication software also saves HR leaders time, money, and headaches.

## A Brief History

Jellyvision, an award-winning developer of interactive online communications, created ALEX in 2009. Before getting into the employee communications business, Jellyvision made irreverently entertaining educational films and interactive games, including the wildly popular trivia show game, YOU DON'T KNOW JACK, which sold more than 5 million copies.



## Our Customers

Our customers hail from a wide range of industries and include companies with as few as 100 and as many as 1,000,000 eligible employees—including 111 of the Fortune 500 and 2 in 5 of the country's 25 largest companies.



# Why Hundreds of Companies Are Already Using ALEX

ALEX is extremely convenient for all employees—no matter their schedule or location

Since ALEX is available online, employees working in multiple locations—or without easy access to their HR team or a computer—can have a personalized benefits conversation at their own convenience.

“We are a 24/7/365 operation. **ALEX represents something very, very useful for us.**”

Kerry Brunner  
System Director, Benefits; Ministry Health Care

“If we achieved our goal of 20% enrollment, our benefits costs would have increased by 8.6%. Instead, we got 50% enrollment and ended up with only a 3.7% increase.

**Thanks to ALEX, we saved so much more than we were projected to save.**”

Kristin Butler  
Vice President of Global Total Rewards and Technology,  
ICF International

## ALEX helps migrate employees into cost-saving HDHPs

Employees faced with a new HDHP option feel more comfortable making the switch after having a one-on-one interactive conversation with ALEX. As a result, both they and their employers save serious money on health care.

## ALEX reduces stress and saves time for busy HR departments

Easy to understand and available online 24/7, ALEX cuts down on calls and emails, and reduces HR's need to travel around giving benefits presentations (which also saves money).

“ALEX is a communication solution that pays for itself. **I'm a huge, huge fan of ALEX.**”

Shannon Swanson  
Benefits and Wellness Director, APi Group

# ALEX Delivers Amazing Results

## After Using ALEX:

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- A construction services firm enrolled 68% of its employees in a new HDHP, almost doubling its goal
- A wireless company reduced the time spent on benefits-related questions by 50%
- The **Stantec** leave team spent **50% less time on administrative tasks**, freeing them up to provide more support.
- **Comcast** saw a 30% increase in FSA participation
- **Medtronic** employees were 82% more likely to enroll in 401(k) plans
- Employees said they would contribute **\$1,153 more to their HSAs** than the national average, potentially saving their employers **\$33 million in payroll taxes**.

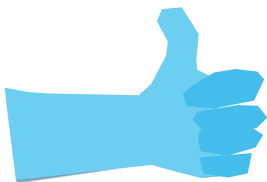
## Why ALEX is Better Than the Competition

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### 350% more engaging than videos

Only 50% of people make it all the way through a two-minute video. Average time spent with ALEX? Seven minutes.



### Personalized to every employee

Unlike one-size-fits-all videos, PowerPoints, and enrollment guides, ALEX provides a uniquely human touch by engaging every employee one-on-one and offering tailored benefits advice.



### Proven to drive cost-saving behavior change

ALEX's personalized questions and explanations boost employee understanding of health plans, 401(k)s, tax-savings accounts, and other benefits...which helps them make smarter decisions that save employees (and their employers) money.

# ALEX Solves Problems

## Promote Benefits Education

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*From reaching hard-to-reach employees to driving HSA participation to promoting savvy healthcare consumption, ALEX has you covered.*

### Benefits Counselor

Give your employees the personalized guidance they need to make the best possible benefits decisions for themselves, their families, and their bank accounts.

### Benefits Sneak Peek Videos

Drive home your company's most important open enrollment messages, introduce new hires to their key to-dos, and drive traffic to ALEX.

### Retirement

Get your employees to participate in your 401(k) and HSA—or to increase their current contributions.

### Making the Most of Your Plan

Give your employees practical advice on how to use their health insurance plans.

## Communicate Leave More Effectively

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### Leave of Absence

Guide your employees through the entire leave of absence process with practical guidance and personalized information.

### How much do these ALEX products cost?

All of our ALEX products are priced based on the number of employees you have at your company.

*For more information, please visit [jellyvision.com](https://www.jellyvision.com)—and one of our friendly representatives will get right back to you.*