

MAXIMIZE ENGAGEMENT WITH BENEFITS FOR EVERY GENERATION

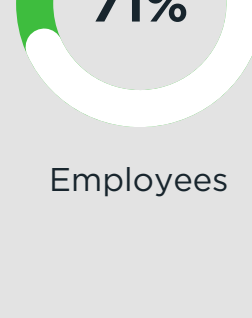
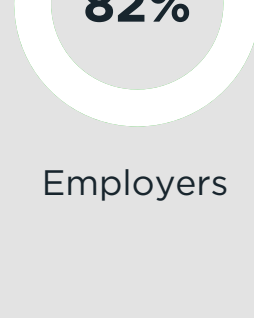
Different generations have different wants, needs and preferences for their employee benefits. Here's how workers — from Baby Boomers to Gen Z — view employee benefits, how the different generations want to access them and how to deliver benefits that improve engagement and job satisfaction.

GIVE THE PEOPLE WHAT THEY WANT?

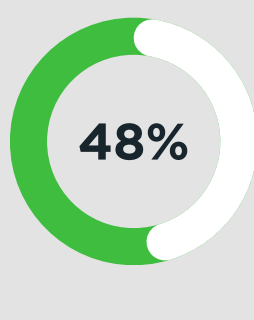
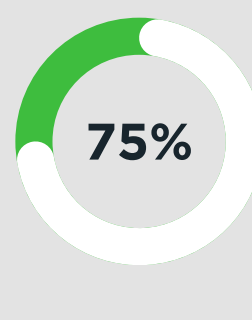
Percentage of what employers think employees want versus what employees say they want:



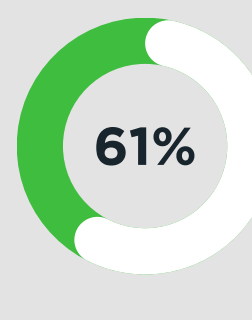
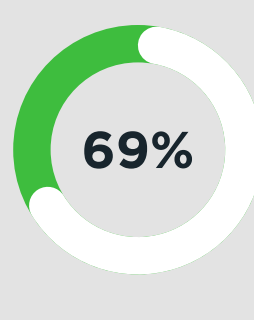
Medical insurance:



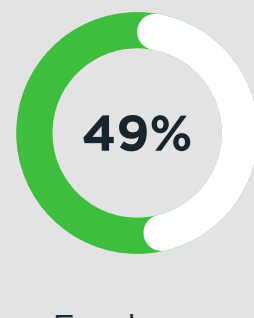
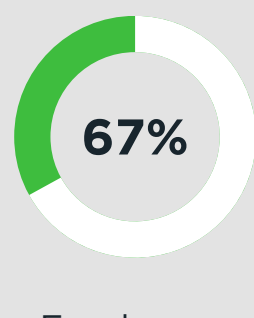
Paid family or medical leave:



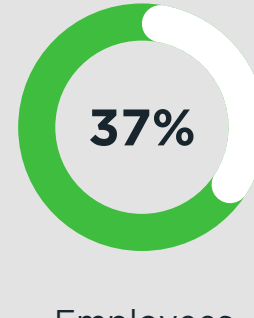
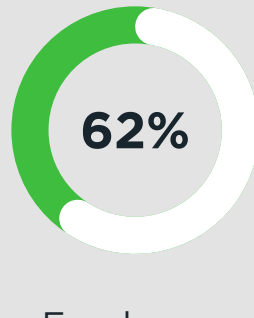
Dental insurance:



Long-term disability insurance:



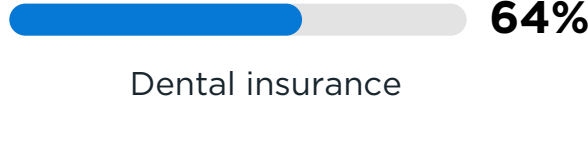
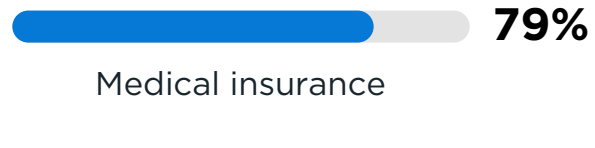
Life insurance:



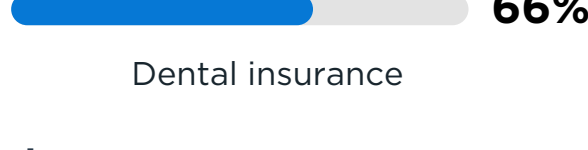
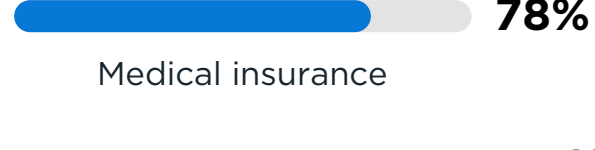
GENERATIONAL DIFFERENCES MATTER

Desire for different benefits, by generation:

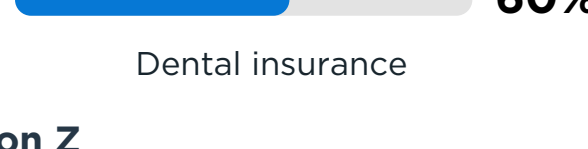
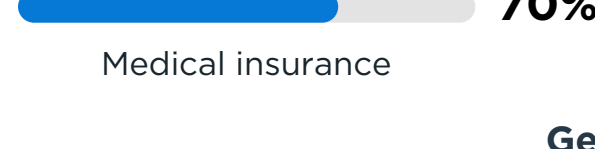
Baby Boomers



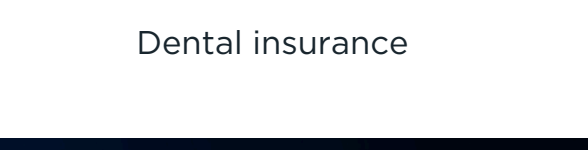
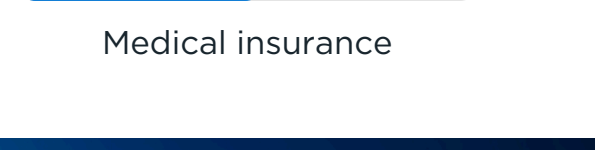
Generation X



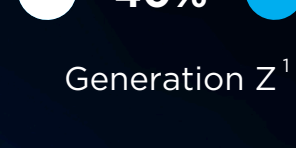
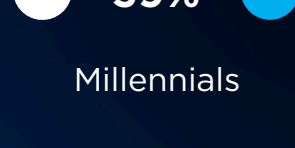
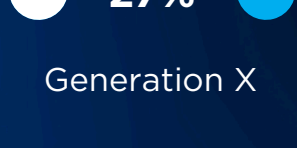
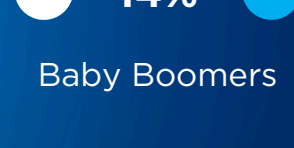
Millennials



Generation Z

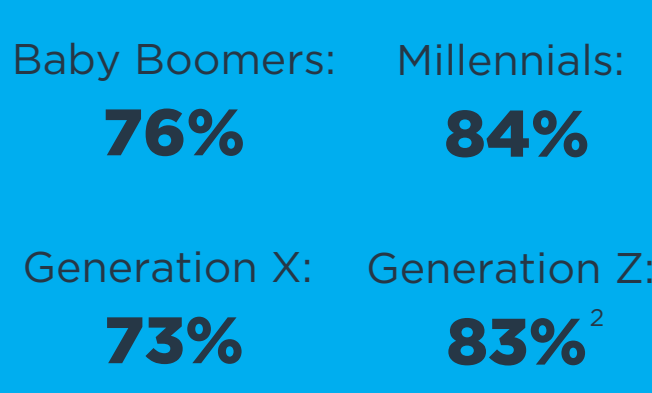


DESIRE FOR MENTAL HEALTH TREATMENT BENEFITS



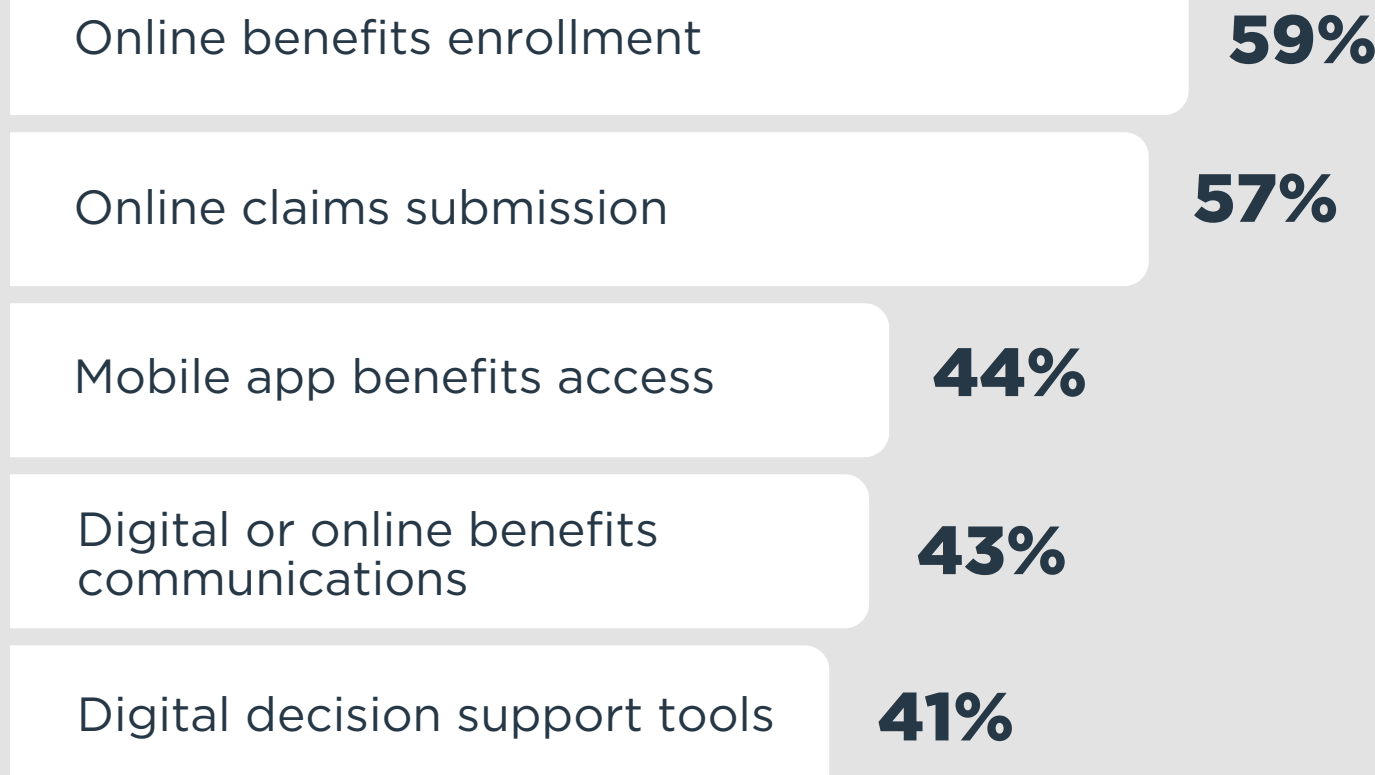
BUT EVERYONE WANTS FLEXIBILITY

Percentage of each group identifying flexible work arrangements as important:



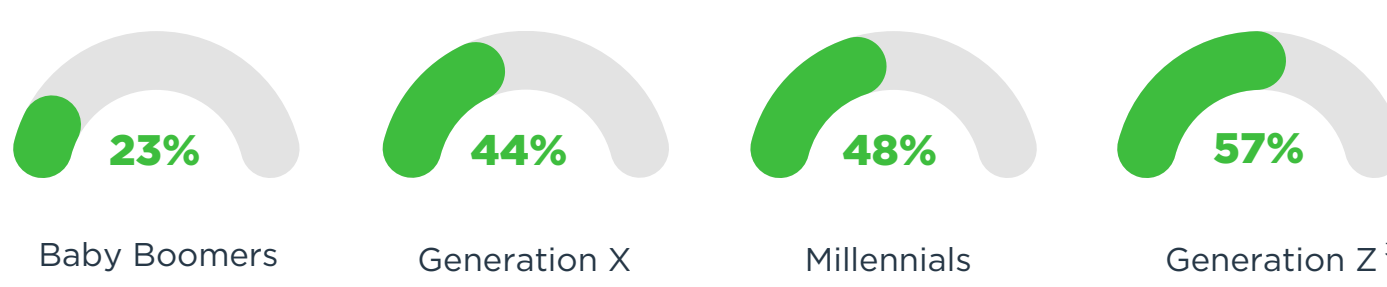
DIGITAL OR BUST

Percentage of employees saying the following services are “very important”:



BUT APPS AREN'T ALWAYS APPETIZING

Percentage of employee groups wanting to access benefits through an app (not a mobile website):



HR LEADERS PLAY CATCH UP WITH TECHNOLOGY

60% of HR leaders are uncertain about the impact of evolving technology trends and **56%** of HR leaders say their HR technology solutions and strategy do not match their needs

76% of HR leaders think that without generative artificial intelligence, their organization will be at a disadvantage but only **22%** of HR leaders are “highly engaged” on generative AI across the organization⁴

THREE WAYS TO IMPROVE BENEFITS ACROSS GENERATIONS

- Empower individual needs.** As each generation has different needs, so do their preferences for benefits. Benefits that address individual employees' specific situations will reward employers with improved productivity and greater loyalty.
- Embrace innovation.** A one-stop-shop app that allows users to register for and access their benefits has shown to increase engagement — and not just with younger workers, but the employee base as a whole.
- Leverage employee insights.** HUB's Persona Analysis tool gives employers a detailed picture of their employees, helping to identify the benefits that employees need and the best way to deliver them.

¹LIMRA, EY, *Harnessing growth and seizing opportunity: 2023 Workforce Benefits Study*, accessed February 23, 2024.

²Forbes, “Workplace Benefit Trends By Generation In 2024,” February 1, 2024.

³LIMRA, EY, *Harnessing growth and seizing opportunity: 2023 Workforce Benefits Study*, accessed February 23, 2024.

⁴Gartner, *Top 5 Priorities for HR Leaders in 2024*, accessed February 23, 2024.