

Benefits or Bust: Cracking the Code on Benefits Satisfaction



Overview

In today's workplace, benefits are more than a perk, they're a strategy. But as shown in the 2025 LIMRA BEAT (Benefits and Employee Attitude Tracker) Study, many employees still feel lost, underserved or underwhelmed by their benefits experience.

It's not just about offering more benefits, it's about offering the right ones in the right way, with clear communication, real-time support and meaningful engagement throughout the year.

At Mutual of Omaha, we're not just observing this shift, we're building solutions around it. Our STEPs platform is designed to address the pain points revealed in the latest research and to empower brokers and employers to deliver benefits that truly resonate.



The Disconnect Between Offering and Understanding

In theory, today's employees have more benefit options than ever before. But in practice, many are navigating this complexity alone. Employees are often overwhelmed, underinformed and unsure of how to assess value.

"I have benefits, but I don't really understand them."

Satisfaction vs. Engagement

This sentiment is echoed in the 2025 LIMRA BEAT Study. Despite generous offerings from employers, confusion persists.



The Data

- Only 57% of employees report understanding their benefits well
- That number drops dramatically for Generation Z and Millennial employees
- Satisfaction with job benefits directly correlates with overall job satisfaction, with 74% of benefits-satisfied workers saying they're also satisfied in their jobs



The Result

- Employees delay decisions
- Employees may forgo essential financial protection by dropping coverage they don't perceive as valuable
- Participation in voluntary products lags
- Employers lose a valuable tool for engagement and retention

We're no longer in a world where employees are simply grateful to have a benefits package. They want to understand what's in it, how it works and why it matters.



Unmet Needs, Unheard Voices

While traditional core benefits remain essential, employees are increasingly seeking options that reflect their unique life situations and financial pressures.

The demand is loudest among younger employees, lower-income groups and those supporting families — all being segments that are underrepresented in traditional plans.

Yet availability alone doesn't drive participation. Many employees don't realize these options exist, how to use them or why they matter.

What they want more of:

27%

Critical Illness Insurance

26%

Cancer Insurance

23%

Hospital Indemnity Insurance

22%

Paid Family and Medical Leave

21%

Financial Wellness Support

The Cost of Confusion

Employees don't always see the value in benefits because they never fully understood what they had in the first place. Even modest voluntary benefits may be dropped if employees:

- Don't know how or when to file claims
- Don't understand the real-world scenarios they cover and how it fits their personal situation
- Don't receive communication outside of open enrollment

For brokers and Human Resources teams, the takeaway is compelling: without clear, consistent communication, even the best benefit choices can fail to serve their purpose.



"12% of employees have dropped a benefit in the last 24 months."

The top reason?

"I didn't use it."

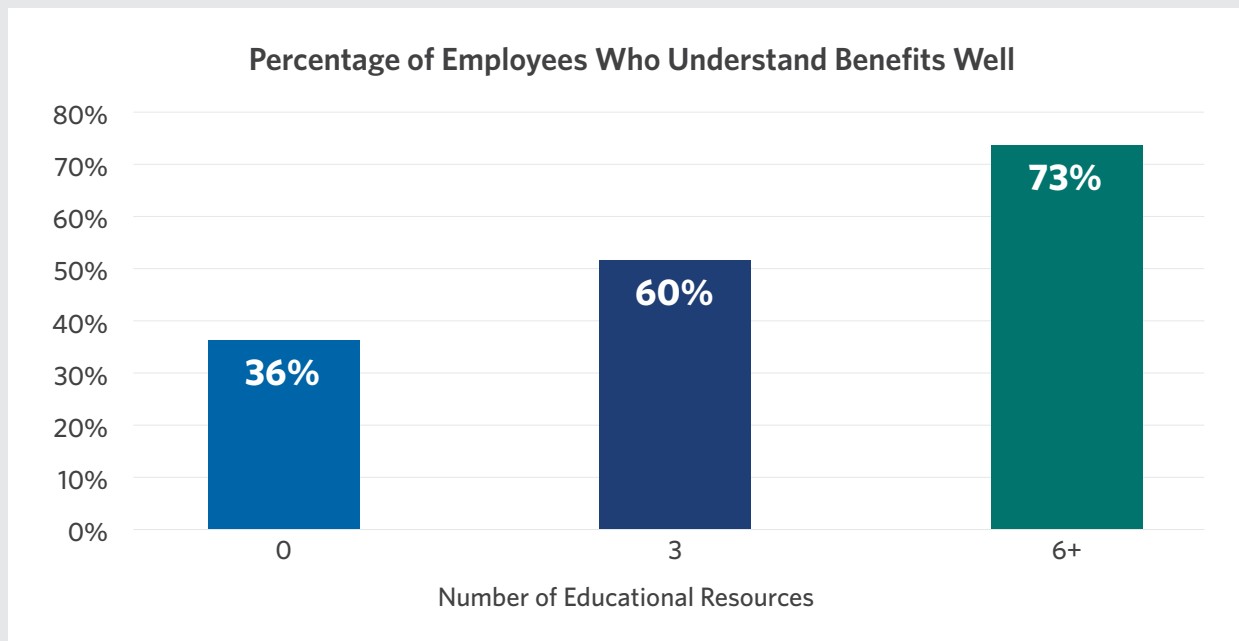
The second?

Cost.



Communication Is the Answer, but Timing and Method Are Everything

LIMRA's BEAT study data reveals a powerful link between education and confidence. The more educational touchpoints, the more likely an employee is to make informed choices. Not just that, but developing a multi-channel communication strategy with several educational resources available, ensures employees engage with the materials in a manner suited to their learning style.



What Works Best

☒ The Most Preferred Method
In-person one-on-one conversations

☒ Digital portals with personalized content

☒ Interactive recommendation tools

☒ Print and digital guides

☒ Periodic reminders throughout the year, not just during open enrollment

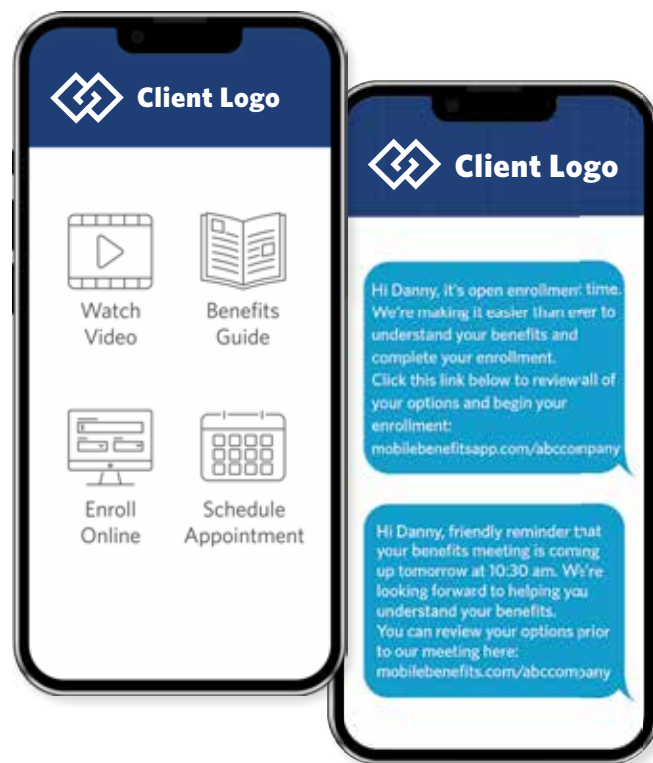
HOW MUTUAL OF OMAHA IS OPTIMIZING ENROLLMENT AND BRIDGING THE GAP

To help employers and brokers meet these challenges, Mutual of Omaha created STEPs, a specialized technology and engagement platform. It's a smarter, more human way to manage open enrollment and beyond.

Built for Today's Challenges

STEPs combines advanced technology with personalized service to help employees:

- Make informed choices
- Understand cost vs. value
- Reengage with benefits all year long





Flexible Communication Tools

- ✓ Text messaging campaigns tailored to workforce segments
- ✓ Mobile apps and benefits microsites, branded to the employer
- ✓ On-demand webinars, personalized videos and custom guides
- ✓ Print-ready flyers, posters and summaries supporting multichannel education



Customized Enrollment Services

- ✓ In-person or virtual one-on-one meetings
- ✓ Inbound and outbound call center support
- ✓ Text-based appointment setting for ease of scheduling
- ✓ Multilingual support and group presentations



Benefits Administration Expertise

- ✓ System integration with existing platforms
- ✓ Dedicated implementation teams
- ✓ Live HR training and support
- ✓ Robust data and reporting tools

By focusing on both digital ease and human touch, STEPs simplifies the complex and creates a benefits experience that actually works.

 LIMRA BEAT Study Discovered:	 Mutual of Omaha Offers Solutions Including:
Benefits are not understood well	On-demand tools and year-round engagement
Voluntary benefits are underused	Real-life education and tailored communications
Low-income groups are dropping coverage	Personalized cost education and decision support
Employers feel strapped for time/resources	End-to-end admin and communication support
Employees prefer human contact	One-on-one meetings, phone support and live demos

The New Standard for Benefits Engagement and Satisfaction

The 2025 LIMRA Beat Study makes one thing clear: the rules of engagement have changed. Employees want benefits that are:

- ☒ Clear in cost and coverage
- ☒ Customized to their needs
- ☒ Communicated through channels they trust
- ☒ Continually supported after enrollment ends

Mutual of Omaha is helping brokers and employers meet those expectations — with STEPs leading the way. The benefits experience doesn't end at enrollment. And with STEPs, neither does our commitment to being the easiest carrier to do business with.



Want to learn more about how we're optimizing enrollment? Contact your sales representative today.



2025 LIMRA BEAT Study

Context and Methodology

The BEAT Study (Benefits and Employee Attitude Tracker) is an annual survey of U.S. employees to learn about their views and attitudes toward workplace benefits and general employment issues. This is the fourth annual report.

In January 2025, LIMRA conducted an online survey of U.S. employees. The sample consisted of 4,068 full- and part-time workers age 18 to 64. The survey included both employees who currently receive insurance benefits through their employers and those who don't. The sample was targeted and weighted to be representative of the general population of U.S. employees based on age, gender, full- or part-time status, education, race/ethnicity, personal income, company size and public versus private sector employment, based on data from the U.S. Census Bureau.

References

¹LIMRA 2025 BEAT Study, Life Insurance Marketing Association

