

Overview: Employee Communications Program with Nayya

Key features



Nayya as the first step employees take during enrollment, with single sign on (SSO) enabled when possible



Internal comms content extension of HR and manager teams



Nayya-owned targeted emails driving employees to the product



Benefits engagement expertise on awareness-building best practices

Valuable outcomes of Nayya-led email journey

1

Nayya-led emails alleviate workload for HR and Communications teams.

2

During Open Enrollment, emails prompt employees to start Nayya, support re-engagement if they leave and end once they complete Nayya .

3

Research backed and A/B-tested language, tone, and content drives employees trust and confidence in the value of Nayya.

The email impact:

Up to 3X increase in utilization*

