



## Do You Know What Your Data is Telling You?

Having a lot of data is useful only if it gives you the answers you need to move your organization forward.

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Is your data really helping you understand your workforce? Does it provide a comprehensive, integrated view of your benefits, or does it take a traditional, siloed approach?

### Too much data, too little time

Today's benefits decision makers often don't have the time to work with volumes of data to find the answers to their pressing questions. Obtaining a more holistic and deeper view into your workforce data requires a customized approach -- one that provides you with the intelligence you need to drive strategic benefits decisions to improve employee outcomes.

## Let your data show you something new

We believe it's time for a new approach, one that provides:



**An interactive dashboard:** Analytics that pinpoint your benefits issues, enabling you to view and isolate your opportunities for improvement or track progress over time.



**Next level planning:** Insights required for a clear vantage point in strategic planning and decision-making.



**High impact visualization:** A variety of meaningful data tables and charts, with ability to filter populations how you want and dynamically change the visualization to meet your needs. These can easily be inserted and shared in presentations with stakeholders.

## KEY TAKEAWAYS

- Data visualization, dynamic evaluation, and cross-plan views are all critical to understanding your benefit offering and employee behavior.
- Our latest technologies provide you with intelligence you need to drive strategic plan design decisions and highly targeted campaigns.

*“Workplace Intelligence Services from Fidelity provides a next generation solution for plan sponsors with impressive ways to visualize and use their data. The*



**Data refresh automation:** It's critical to have the most up-to-date information at your fingertips, refreshing automatically so answers are always within reach.



**Integrated, multi-dimensional view of your plans:** Avoid siloed analysis and aggregate your data from multiple systems and providers, enabling a holistic view of all your benefits plans and overall program health. Rather than measuring something in a single plan (e.g., 401(k) participation), layer in other plans or demographic data for a broader and deeper appreciation of how your programs are working. Explore “what if's” and “so what's” to find underlying reasons for behavior and causal factors.

*dashboard allows you to focus on optimizing your benefit plan behaviors by diagnosing issues, creating solutions, evaluating activities, and monitoring progress toward your goals.”*

- Shams Talib, Head of Fidelity Workplace Consulting

***A picture is worth a thousand words***

Workplace Intelligence Services produce high impact and interactive, custom data visualizations. It consumes large or small amounts of data, turning it into crisp charts and easily digestible graphs that help you better understand what is going on with your employees at a glance, leading to more informed decisions.



*For illustrative purposes only*

***Every “so what?” and “what if?” has met its match***

Explore scenarios that are preventing progress within your plans. Test your theories of what may be happening with your population, or holding it back, and then try out various strategies that can make a difference.

***The scenarios are limitless. Here are just a few common examples you can explore with Workplace Intelligence***

- **Total well-being of your employees.** Gain deeper insight into where your employees need the most help. Draw insights from surveys, benefits behaviors, income and other data sources to fuel your programs.

- **COVID-19 impacts on financial wellness.** Look holistically at your workforce across all benefits to see the impact of the pandemic. Are the same employees that are taking CARES Act related withdrawals or loans also stopping their 401(k) match contributions? Are there specific segments of your population from demographics to location impacted more or less?
- **Worried about loan behavior.** Explore if loans and withdrawals are more prevalent within certain populations or locations. Narrow down characteristics of loan takers and multiple loan takers to help identify key next steps and tactics.
- **Underutilization of match.** Pinpoint groups not maximizing their match and review underlying factors or correlation with other benefit programs. Create effective targeted campaigns to address underlying issues.
- **Passive engagement.** Understand the impact of your plan design, if employees are actively enrolling, whether employees are re-balancing their asset allocation, and withdrawal behaviors.

### Make your data work harder for you

It starts with a conversation about your business issues and objectives. Let's have a discussion to determine how a deeper analysis of your data coupled with a Workplace Intelligence dashboard can add value to your strategic planning, which will ultimately help you drive better engagement and overall well-being of your employees.

To learn more about our Workplace Intelligence Services, please contact your Fidelity Managing Director or email the Fidelity Workplace Consulting group at [fidelityworkplaceconsulting@fmr.com](mailto:fidelityworkplaceconsulting@fmr.com).

