

Meet Ask Emma™



You expect your employees to need a little help making smart, cost-effective benefits decisions. But not every employee is the same. That's why bswift provides more than a one-size-fits-all solution. bswift provides Ask Emma - an interactive decision support tool that treats employees as individuals. She is fully integrated into the enrollment platform and provides **different degrees of education** and **support** to fit each employee's needs:

- ✓ **Personalized walkthroughs** for "passengers" who like to be guided
- ✓ **FAQs and explainer bubbles** for "info detectives" who prefer to self-educate
- ✓ **Standalone calculator and estimate breakdown** for "number crunchers" who want to delve into every detail

Reach out to your dedicated FrankCrum Benefits Representative to learn more.

