



## The Value of Benefit Communication

“A below average benefits package supported by good communication practices has a much stronger, positive correlation with benefits satisfaction that does a above-average benefits package teamed with poor communication.”

WorkUSA 2004/2005  
Watson Wyatt Study: Effective Employees Drive Financial Results

### Percentage of employees responding favorably

|                           | Above Average | Below Average |
|---------------------------|---------------|---------------|
| Effective Communication   | 83.60%        | 76.20%        |
| Ineffective Communication | 25.70%        | 22.10%        |

WorkUSA 2004/2005  
Watson Wyatt Study: Effective Employees Drive Financial Results