

# Why AI? How the Benefit Assistant Can Simplify Your Benefit Offerings

The Benefit Assistant helps employees get answers to their questions by simplifying complex medical and insurance terminology and educating them on their benefits. This tool transforms how employees understand, select, and use benefits, making it easier to navigate options and make informed decisions about healthcare coverage.

**More than a chatbot!** The Benefit Assistant can understand and accurately provide answers across more than 1,500 benefit questions including:

- Benefit education and awareness
- Enrollment status and eligibility
- Plan coverage and details
- Carrier information

## Personalized interactions

AI's remarkable capacity to learn and adapt enables deeply personalized interactions with employees, aligning seamlessly with their unique needs and preferences. This level of customization not only elevates the employee experience but also significantly boosts engagement and satisfaction, transforming the way employees interact with their benefits.




AI personalizes the employee experience by learning individual needs and preferences. This means employees get the answers they need fast, boosting engagement and satisfaction.

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AI goes beyond answering questions. It anticipates employee needs based on past interactions, offering proactive support and personalized guidance. This empowers employees and streamlines problem-solving.

## Complex problem solving

Large Language Models (LLMs) unlock a new level of support for your employees. Unlike traditional chatbots, LLMs can analyze the context, intent, and even sentiment behind a question. This allows them to:

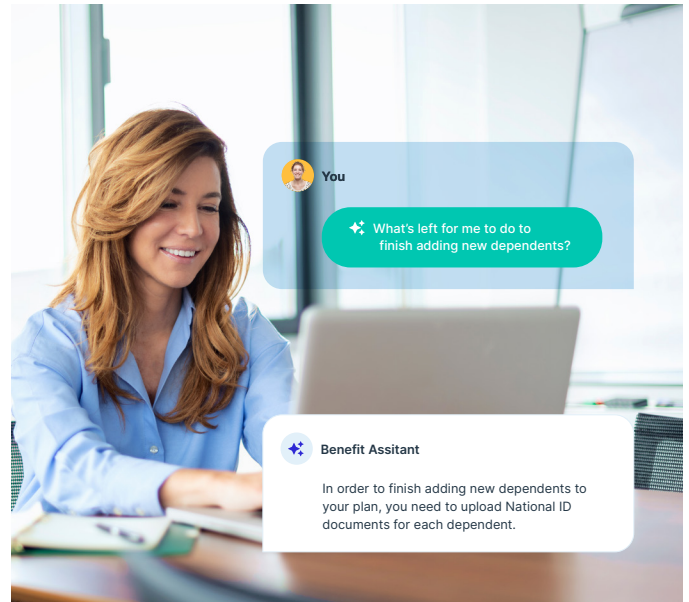
-  **Go beyond keywords:** Understand complex inquiries, even if phrased differently.
-  **Provide empathetic responses:** Tailor answers to the user's emotional state, offering a more human touch.
-  **Navigate intricate scenarios:** Unravel complex benefit questions and deliver accurate, personalized solutions.

The result? Empowered employees who can get the right answers, faster, leading to increased satisfaction and improved benefit utilization.




Easy to understand, empathetic, and simplified benefit **education and information** that can accurately answer **1,500+ benefit-related questions**.

## Accuracy and efficiency

We understand the importance of accurate and timely information, especially when it comes to questions your employees have about their benefits. While human expertise remains valuable, an AI chat experience like the Benefit Assistant is a powerful option for employees to get fast, accurate answers to their questions, enabling the best employee



experience possible. Here's what makes the Benefit Assistant so effective:

-  **Constantly Learning:** LLMs continuously learn and improve, ensuring access to the most up-to-date information.
-  **Unwavering Accuracy:** By processing vast amounts of data, LLMs deliver consistent and reliable answers.
-  **24/7 Availability:** Get the information you need, anytime, anywhere.

**Did you know?** Benefit Assistant puts time back on your side, providing year-round benefit assistance via web and mobile, with a near-to-instantaneous response time and a high degree of accuracy.

Let the AI-powered Benefit Assistant elevate your employee's experience, contact your client delivery manager to enable this functionality today!

To get in touch  
with WEX:



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