Meet ALEX Blurbs

Use these thoughtfully crafted blurbs in email, text, messaging tools, or wherever else you plan to communicate with your employees. Copy and paste your favorite and hit send to get employees talking to ALEX and choosing their benefits!

Whimsical blurbs to introduce ALEX

1. Meet ALEX, your virtual benefits captain! As you navigate the Insurance Coverage Sea and Health Plans Ocean, ALEX will be by your side, hoisting the jib and swabbing the deck. More literally, ALEX offers a personalized benefits selection process that's rooted in data, predictive analytics, and a dash of seaworthy humor.
2. Mixing up the right benefits selection is like baking the perfect cake — and ALEX is your very own sous chef. Whether you need to sweeten things up, add a little salt, or turn up the temperature, ALEX can help you find the ingredients you need to do it all and serve up the tastiest benefits options.
3. Picking the right benefits is like creating the perfect playlist. You want a mix of the top hits and classics (or essential coverage), plus a few deep cuts and hidden gems (extra benefits) to fit every mood and situation. And this year, you have your very own DJ to help you: ALEX (your personal benefits whiz).

Straightforward blurbs to introduce ALEX

1. Meet ALEX, your personal benefits concierge. Just answer a few short questions about your anticipated health insurance needs, and ALEX will give you options tailored to your answers and your budget.
2. What do you get when you mix insurance know-how, a boatload of data, and predictive analytics with a dash of humor and wit? ALEX, your personal benefits whiz! Before you select your benefits, just answer a few simple questions, and ALEX will crunch the numbers to find the best plan for your budget.
3. Feeling stressed about the benefits selection process? Good news: you have access to your very own benefits pro, ALEX. All you have to do is answer a few short questions about your anticipated health insurance needs, and ALEX will help you find the best plan for your needs and budget.

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