**Subject line options:**

* *Subject line:* Got questions? Ask ALEX
* *Preview text:* Here to help you year-round
* *Subject line:* Big news: Ask ALEX is now available 24/7
* *Preview text:* to answer all your benefits questions

**Body copy:**

Hi [FirstName],

Did you know you have access to an AI-powered benefits assistant?

Ask ALEX is available 24/7, even while the HR team is logged off and snoozin’. It’s an easy way to get fast, clear answers to questions about your benefits, wherever and whenever they come up.

Whether you’re wondering…

* What’s my insurance deductible?
* How do I find a new dentist that’s in-network?
* Does my employer offer any resources for new parents?

Ask ALEX has the answers.

[ Try Ask ALEX now ] ← Make this text a hyperlink to your Ask ALEX URL

Even if you don’t have any immediate questions, you can bookmark the link to visit when you’re ready.

[ Your Signature ]