

Ask ALEX Promotional Toolkit

Hello!

Welcome to your guide for promoting Ask ALEX, a new AI-powered chatbot that helps employees get answers to their benefits questions, day or night.

Whatever your preferred communication channel, these tools are designed to get your employees using Ask ALEX as a front-line resource to answer their benefits questions.

What's in this toolkit

- Email announcement copy
- Banners for your email signature
- Printable business cards
- A presentation slide
- Illustrations
- Digital ads and printable fliers in English and Spanish



Customize your promotional materials

To make sure employees can find Ask ALEX, you'll need to add a direct link to your company's instance on the promotional materials in this kit: [start.myalex.com/\[Your ALEX URL\]/ask-alex](https://start.myalex.com/[Your ALEX URL]/ask-alex).

1. **Add a QR code.** There are many free online tools you can use to generate a QR code, including [Flowcode](#), [QR Code Monkey](#), or the aptly-named [QR Code Generator](#). Check with your team to find out if your company prefers or pays for a specific tool.
2. **Add a direct link.** Type your Ask ALEX URL under the QR code for easy access.

When and how to promote Ask ALEX

If employees learn one thing, it should be that Ask ALEX is their new first point of contact for any benefits-related questions, especially at two moments during each year:

1. During Open Enrollment

During enrollment season, ALEX Benefits Counselor and ALEX Go are available to help your employees choose the best benefits for their needs. Ask ALEX is there to field quick questions on the side, especially if they relate to their current benefits.

To remind users that Ask ALEX is ready to help:

- **Add a slide to your presentation:** Drop the Ask ALEX OE Presentation Slide into your Open Enrollment deck to give employees a sneak peek and a link to where to go for questions.
- **Mention it in timely communications:** Add a small section to your OE emails and intranet pages featuring it as a new 24/7 benefits expert.

2. At the start of the new plan year

This is Ask ALEX's time to shine. Employees will have questions about their new plans, and you can point them to their new go-to for instant answers in whatever way works best for them:

- **Send an email:** Use the email template to introduce Ask ALEX to your company.
- **Deck out your intranet:** Use the Ask ALEX intranet banners to give Ask ALEX a home on your benefits portal. You can also embed Ask ALEX directly as an iFrame on your intranet.
- **Think beyond the screen:** Post promotional fliers in English and Spanish in break rooms for folks who aren't at their desk.

Support your Spanish-speaking employees

Benefits can be confusing enough without a language barrier. That's why Ask ALEX is designed to support Spanish speakers, too. With a simple toggle, employees can switch the entire Ask ALEX experience to Spanish, thanks to native AI translation.

To help you spread the word, we've created printable assets materials in Spanish as well.

More ways to boost adoption

To make the most of this new AI-powered assistant, put Ask ALEX in all the places your employees would normally go to ask HR a question.

- **Pop it in your email signature:** Use the Ask ALEX email signature graphic.
- **Add it to your out-of-office message:** Add a line to your auto-reply: "For benefits questions, get an instant answer from Ask ALEX at [URL]."
- **Automate your help channels:** If you use a chat tool like Slack or Microsoft Teams, add Ask ALEX to your auto-reply message: "Thanks for reaching out! While we're working on a response, try chatting with Ask ALEX at [URL]."
- **Meet employees where they are:** Ask ALEX will be available for Slack and Microsoft Teams starting in Q1 2026. This makes getting benefits answers as easy as sending a message to a coworker. Ask your Broker or Jellyvision implementer for more info at the start of the year.