

Eliminate the cost of benefits confusion with ALEX.

When your employees are confused about their benefits, they make costly mistakes. ALEX engages your employees in smart benefits decisions whenever they choose and use their benefits.

With user-first design and behavioral science principles, ALEX creates employee engagement that drives better decisions that benefit everyone—from smarter benefits choices to saving for the future.

WITH ALEX, YOU CAN:

- ✓ Guide employees to the benefits that are right for their needs
- ✓ Promote and drive enrollment into existing cost-saving programs
- ✓ Help employees discover new ways to save on taxes—and turn them into action
- ✓ Reduce the time your team spends answering common benefits questions
- ✓ Encourage wallet-friendlier savings choices and HSA spending



18+ million

employees trust ALEX to make benefits and savings choices

20%

of Fortune 500 companies use ALEX

CUSTOMERS SAVED

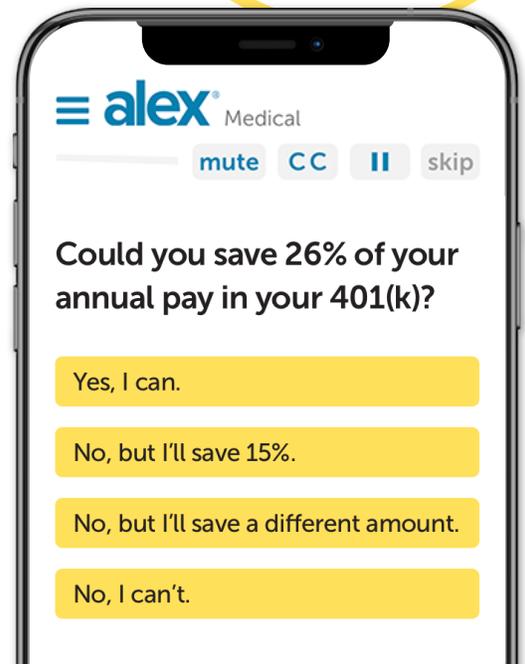
\$79 million

in payroll taxes last year, thanks to ALEX

ALEX HAS INFLUENCED OVER

\$169 billion

in employer health insurance premiums since 2015



Learn more at [jellyvision.com](https://www.jellyvision.com)

Better choices start at enrollment— and we’ve got it down to a science.

ALEX is built on behavioral science principles. So, what in the world is “behavioral science”?

Behavioral science studies human actions—and how our own biases, lack of knowledge or previous experience can influence our decision-making. ALEX uses behavioral science to identify many of the common benefits pitfalls and steer employees towards the right plans and decisions—based on their own personal health, finances and other factors.

How does behavioral science lower my benefits costs?

When it comes to really complex decisions, like choosing healthcare benefits, employees often get in their own way. In fact, 93% of employees choose the same benefits plan year after year—not because it’s necessarily the right plan for them, but because it’s what they know.



ONLY
54%
of employees feel confident they’re making informed benefits decisions

EMPLOYEES WASTE AN AVERAGE
\$750
per year when they choose the wrong plan

EMPLOYERS OVERSPEND BY AS MUCH AS
\$2,100
per employee due to poor choices at enrollment

ALEX drives financial results for your company.

ALEX USERS SAVE
36% more
in their HSAs than the national average

ALEX USERS SAVE
65% more
in their 401(k)s than the national average

ALEX CUSTOMERS SAVE NEARLY
\$80 million
in payroll taxes every year

