

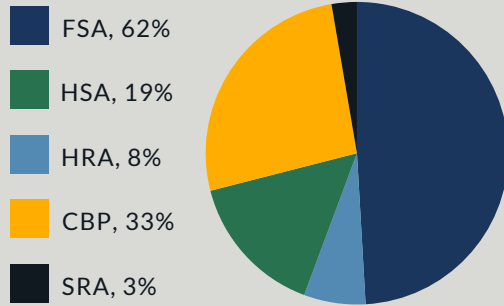
# Key Results & Insights

## 2023 BRI PARTICIPANT SURVEY


### AUDIENCE BREAKDOWN

The 2023 Participant Survey was conducted through an online survey that was available August 10 – September 1, 2023.

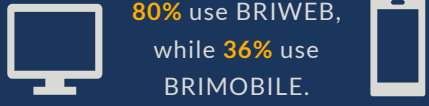
#### USAGE BY PLAN TYPE




#### USAGE OF BRI TOOLS & SERVICES



**85% ACCESS THEIR ACCOUNT FUNDS THROUGH THEIR CARD.** 29% submit online/mobile claims to access funds, while 7% still use paper claims. 7% use a digital wallet.

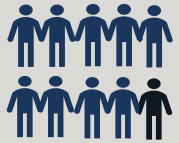


**80% use BRIWEB,** while **36% use BRIMOBILE.**



**1 IN 3** have **CONTACTED CUSTOMER SERVICE** in the last 12 months.

### OVERALL SATISFACTION



**9 OUT OF 10**  
SATISFACTION RATING in the following categories:

- Overall satisfaction
- Friendliness, professionalism
- Communications received
- BRIWEB ease of use and resources to manage account(s)
- Ease of accessing funds with card

Net Promoter Score (NPS) of 30 and above classified as “great”; 70 and above is classified as “excellent” / “world class”.

For B2C services related to insurance and financial, ratings average 16-28.



**HIGHEST SATISFACTION LEVELS** reported among those that use both **CARD** and **BRIWEB**.



### PREFERENCES / INSIGHTS



Calling is the **PREFERRED METHOD OF COMMUNICATING** with BRI Participant Services.

**62% call; 15% live chat; 23% email**

#### PREFERRED TOOLS TO UNDERSTAND BENEFITS



**59%**  
Flyers/  
brochures



**52%**  
FAQs/How-  
to Guides



**1 in 5**  
Videos, Calculators  
& Infographics

#### HOW THEY WANT TO RECEIVE BENEFIT INFO



**85%**  
By  
Email



**32%**  
From  
Employer



**27%**  
Text  
Message



**18%**  
Mail to  
Home



**3%**  
In-person  
Events

Understanding of **WHAT IS ELIGIBLE** and **CLAIM STATUS** is on the rise.

