

# What You Need to Know to Hire and Keep the Best Employees in 2019

Benefits practices that create a competitive advantage: by the numbers

Addressing these four key areas will help your organization use employee benefits to create a competitive advantage:

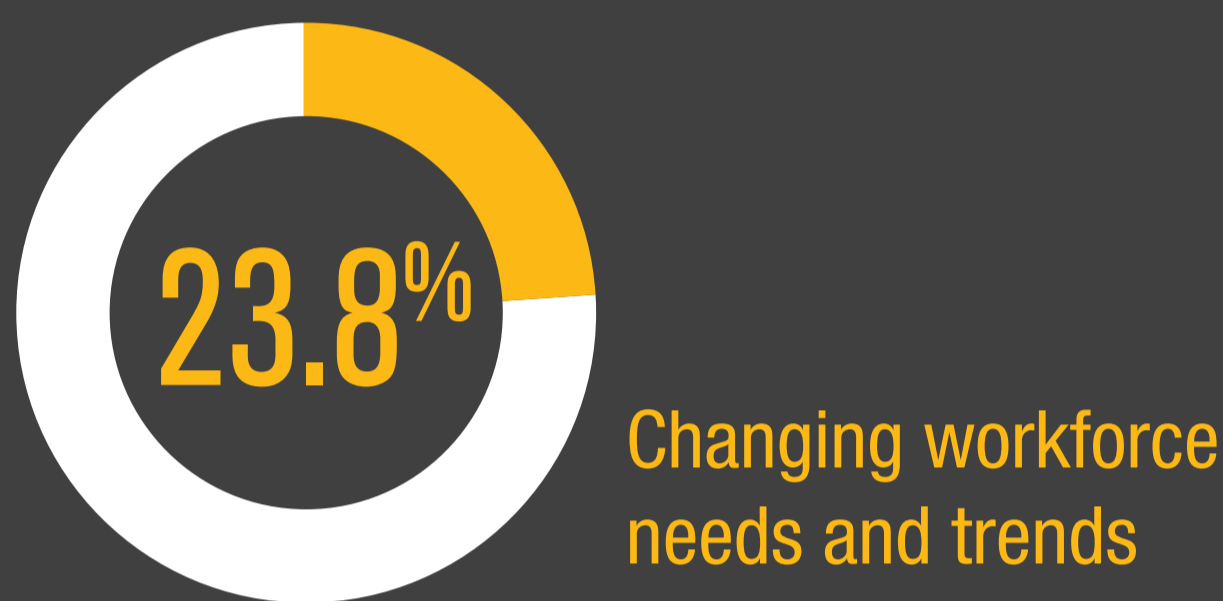
## Benefits communication

Popular communication methods

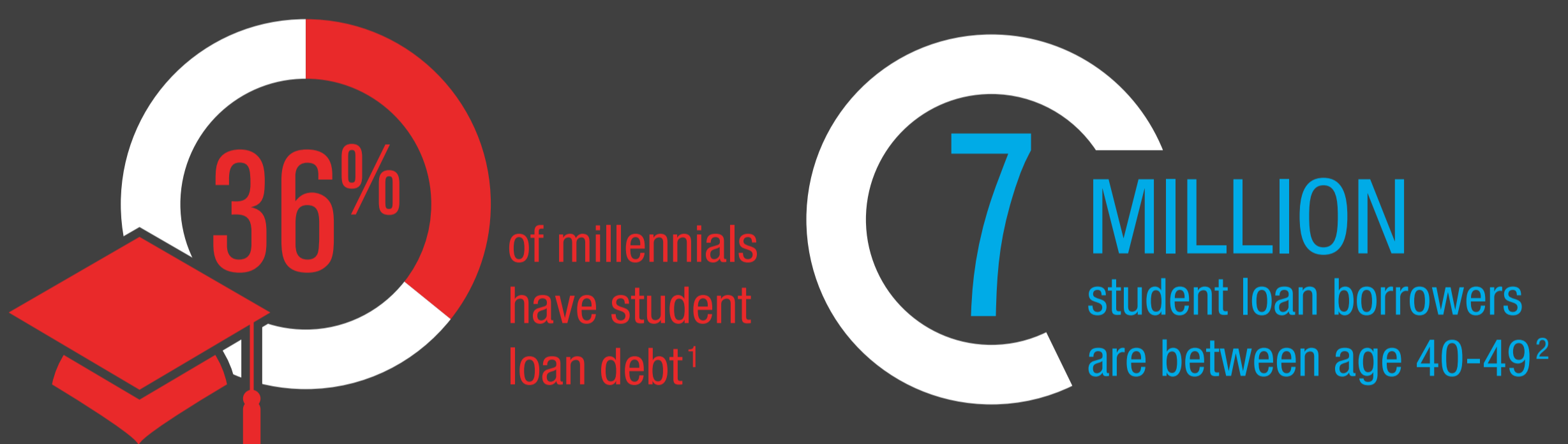


## Financial well-being attention

Top benefits challenge for HR

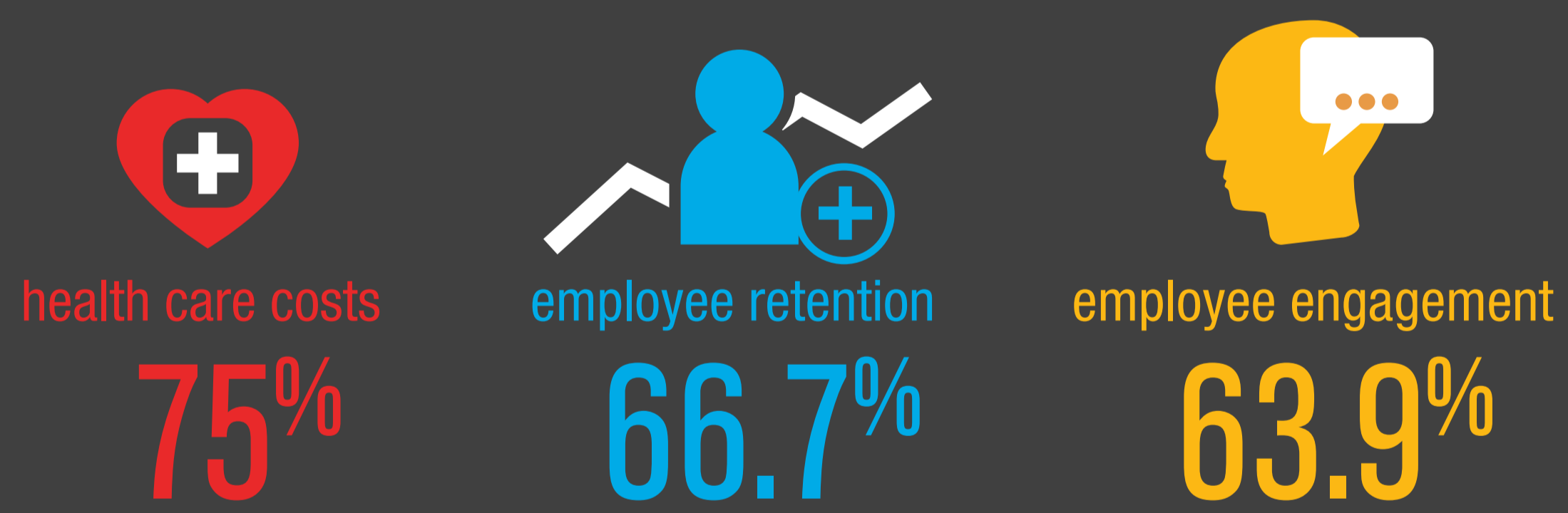


## The student loan debt crisis



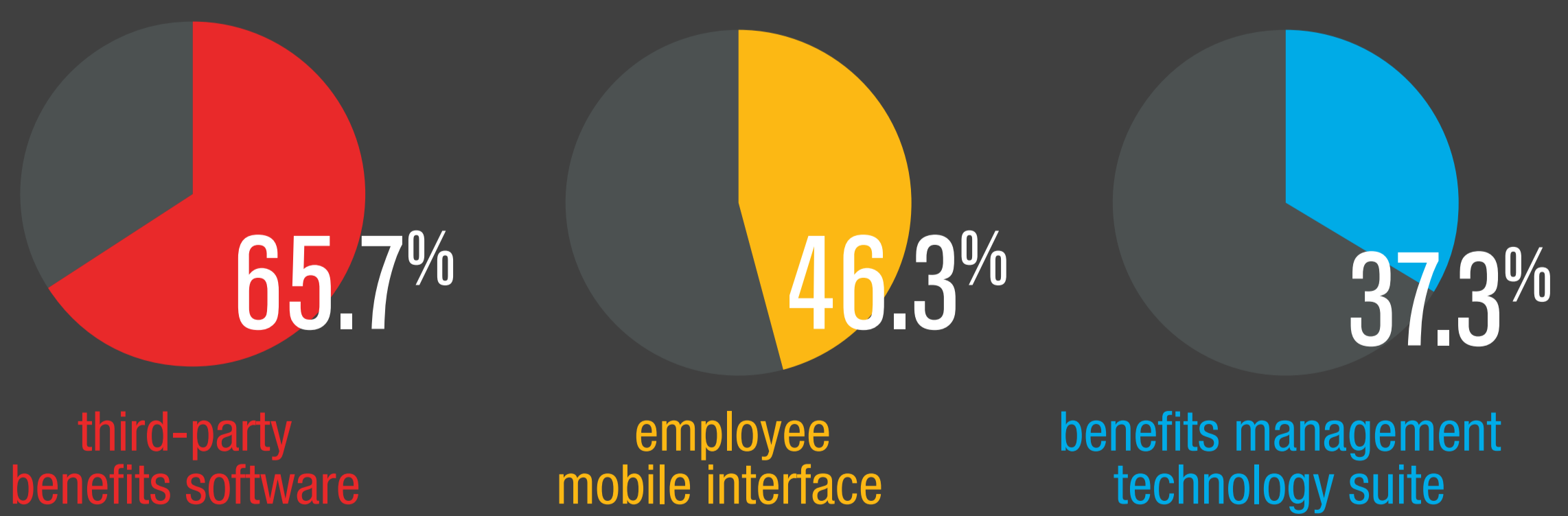
## Measurement use

Top metrics to track the impact of benefits offerings



## Technology implementation

Technologies used in benefits practices



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All statistics taken from the Using Benefits for Competitive Advantage survey by Workforce in coordination with Ameritas unless otherwise noted. For full results of this research, read *Get the Competitive Advantage: 4 Ways to Hire and Train the Best Employees*.

<sup>1</sup>Arenge, A., Perry, S., and Tallevi, A. (2018). Poll: Majority of millennials are in debt, hitting pause on major life events. CBS News.  
<sup>2</sup>Hirsch, A. (2018). Employers Explore Repaying Student Loan Debt. SHRM.