



# Connecticut Paid Leave

## Employee Contribution Platform Board Update

July 8, 2021

# Program Metrics as of 7/7/2021

113,082

- Businesses Registered

\$107,772,256

- Contributions received or in transit as of 7/1/21

340\* Approved Private Plans

- 301 fully insured
- 39 self-insured

400 Applications Filed

- Applications Received in Q1: 305
- Applications received in Q2: 95
- Applications received in Q3 (to date): 0

181

- Open Contact Us Inquiries

19,375

- Open Contact Us Inquiries Closed Since Sept. 2020

379/1,110

- TPA/Tax Accountants Registered

# CT Paid Leave Portal Program – July 2021

## June / July Activities

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### EMPLOYER CONTRIBUTION / PORTAL

- Batch Payment Processing -- Resolution and Backlog processing
- Development of compliance reports and DOL/DRS feeds in process
- Production and Enhancement work

### BENEFIT / CLAIM ADMINISTRATION

- Claims Process and IT workstreams in progress



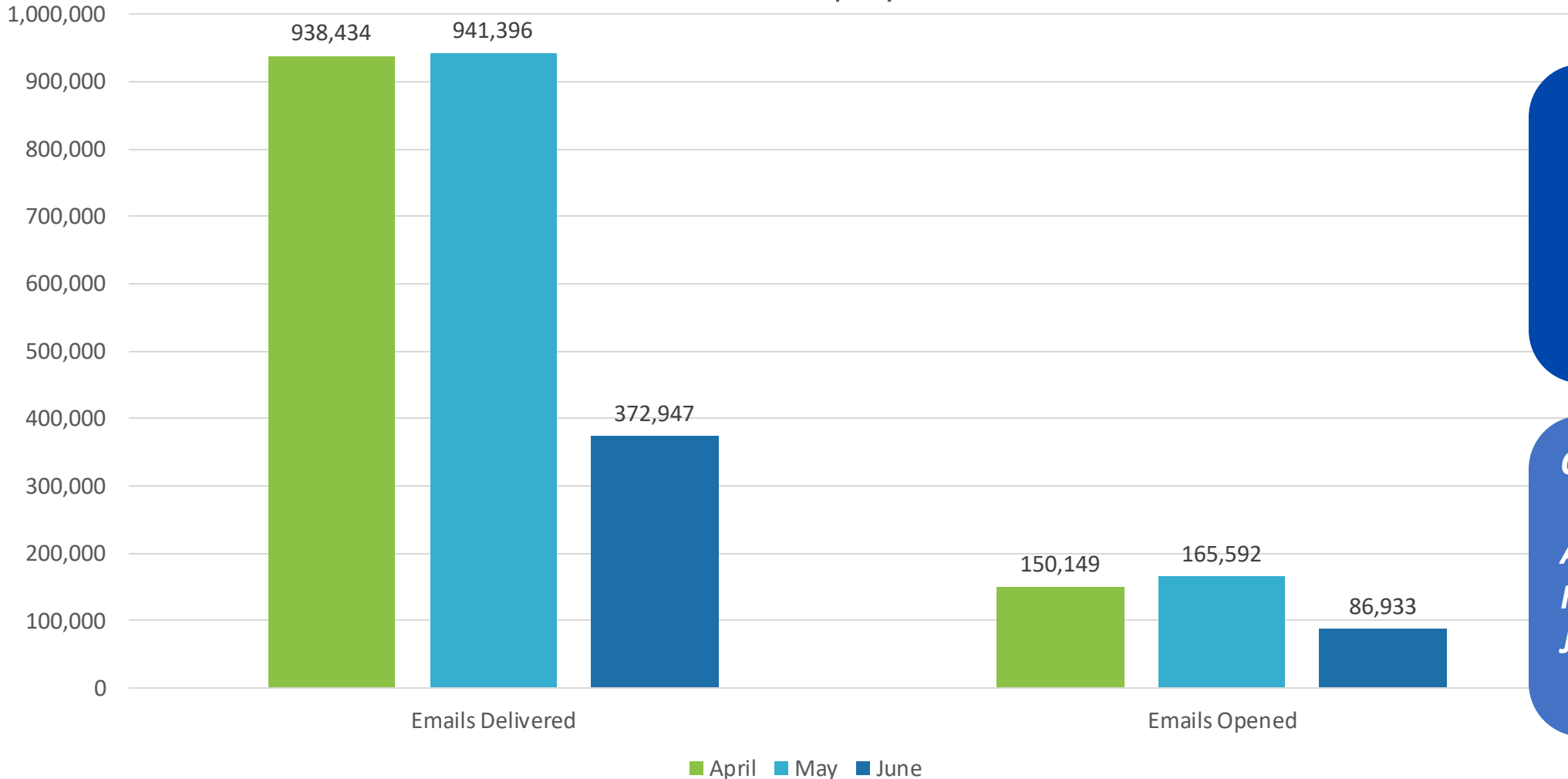
# Connecticut Paid Leave

*Outreach & Engagement  
June 8, 2021*

# Outreach & Engagement



## Email Deployments



*Email Delivery Reduced in Response to Survey Feedback*

*Open Rates:*  
*April: 16.0%*  
*May: 17.5%*  
*June: 23.3%*

# Website Performance Metrics: June

## Top Campaigns

- PFML vs CTPL
- HR Newsletter (100%)

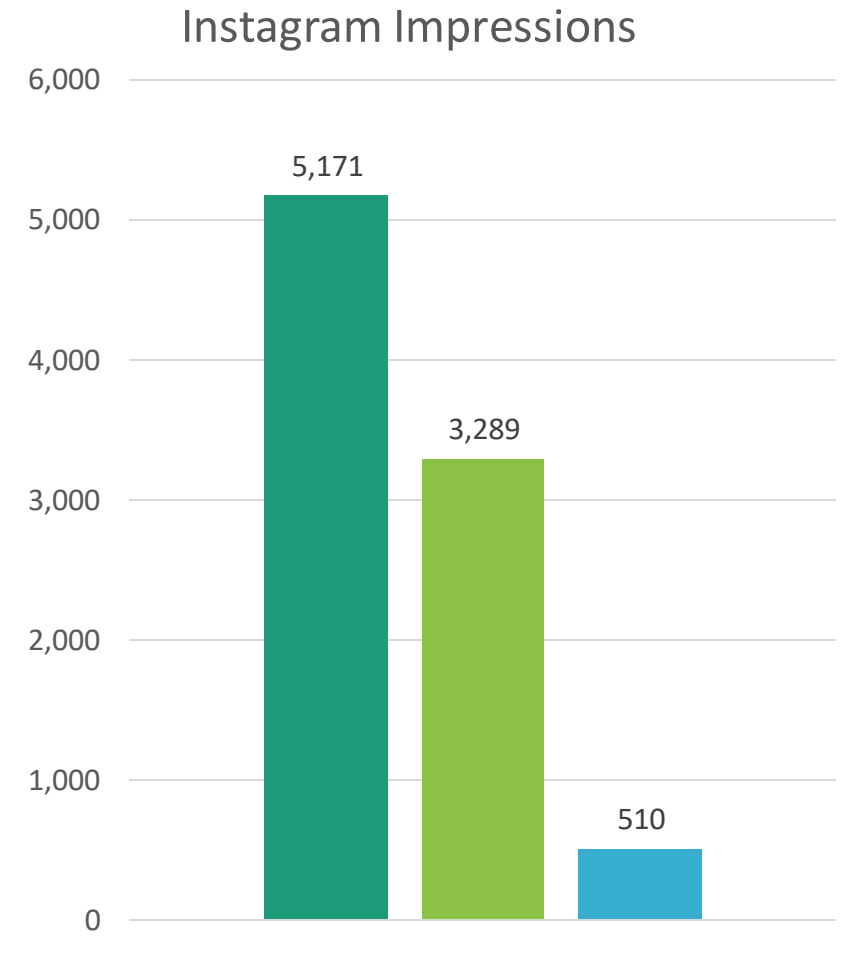
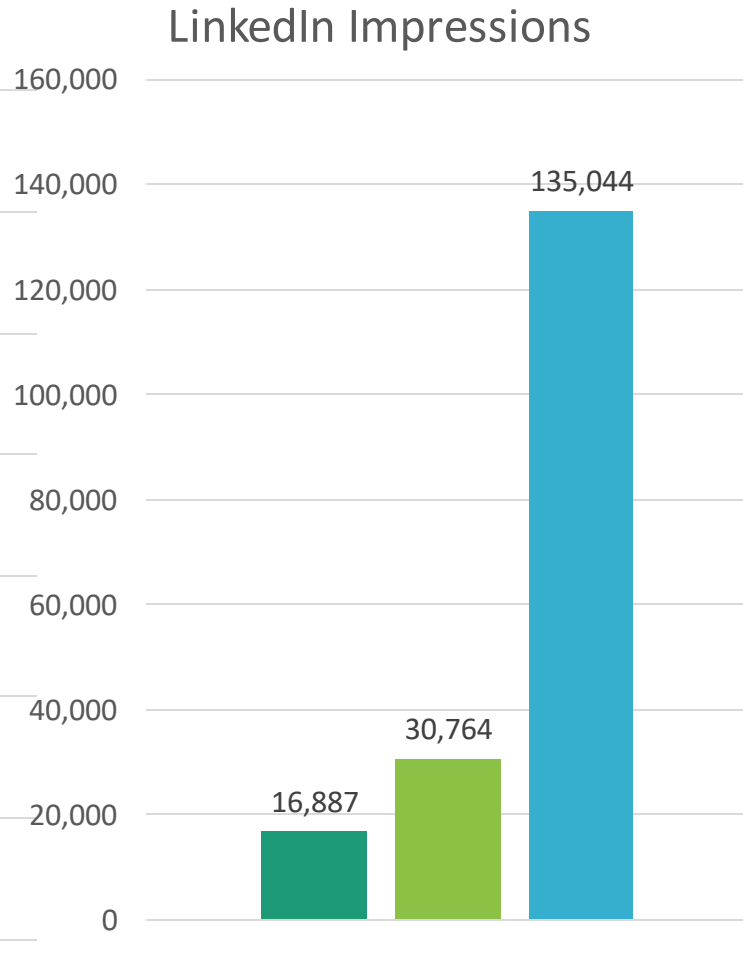
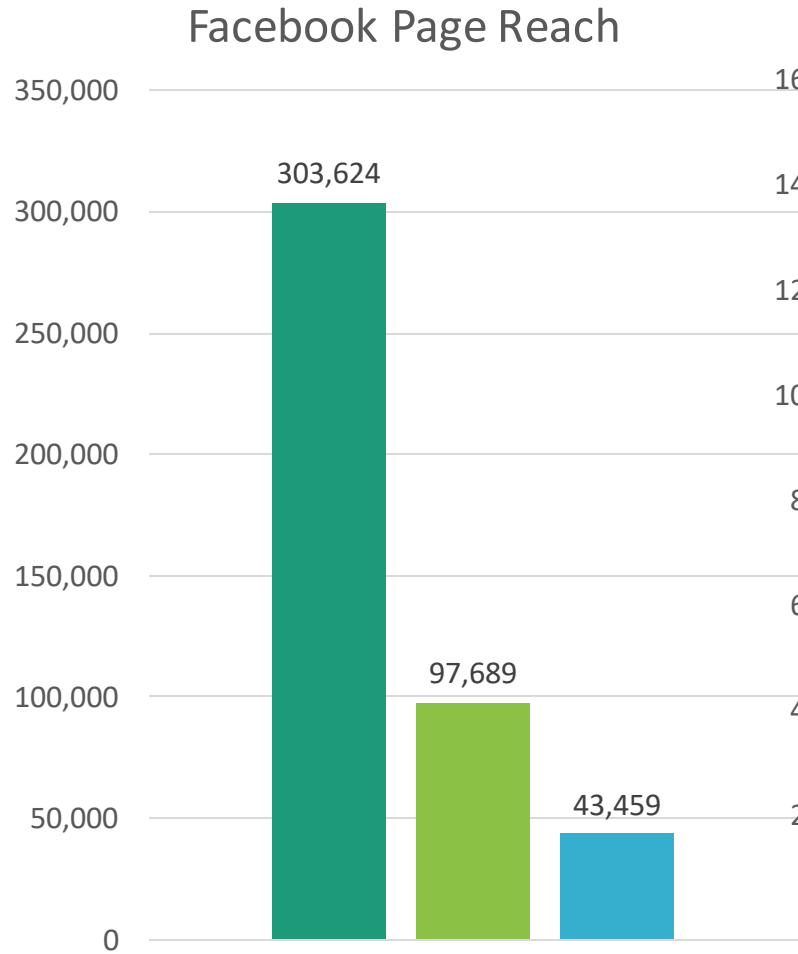
## User Analytics

- New Users: 14,973
- Returning Users: 8,642

## Top Landing Pages

- Employee Landing Page
- Prepare for Registration
- Contact Us

# Social Media Update



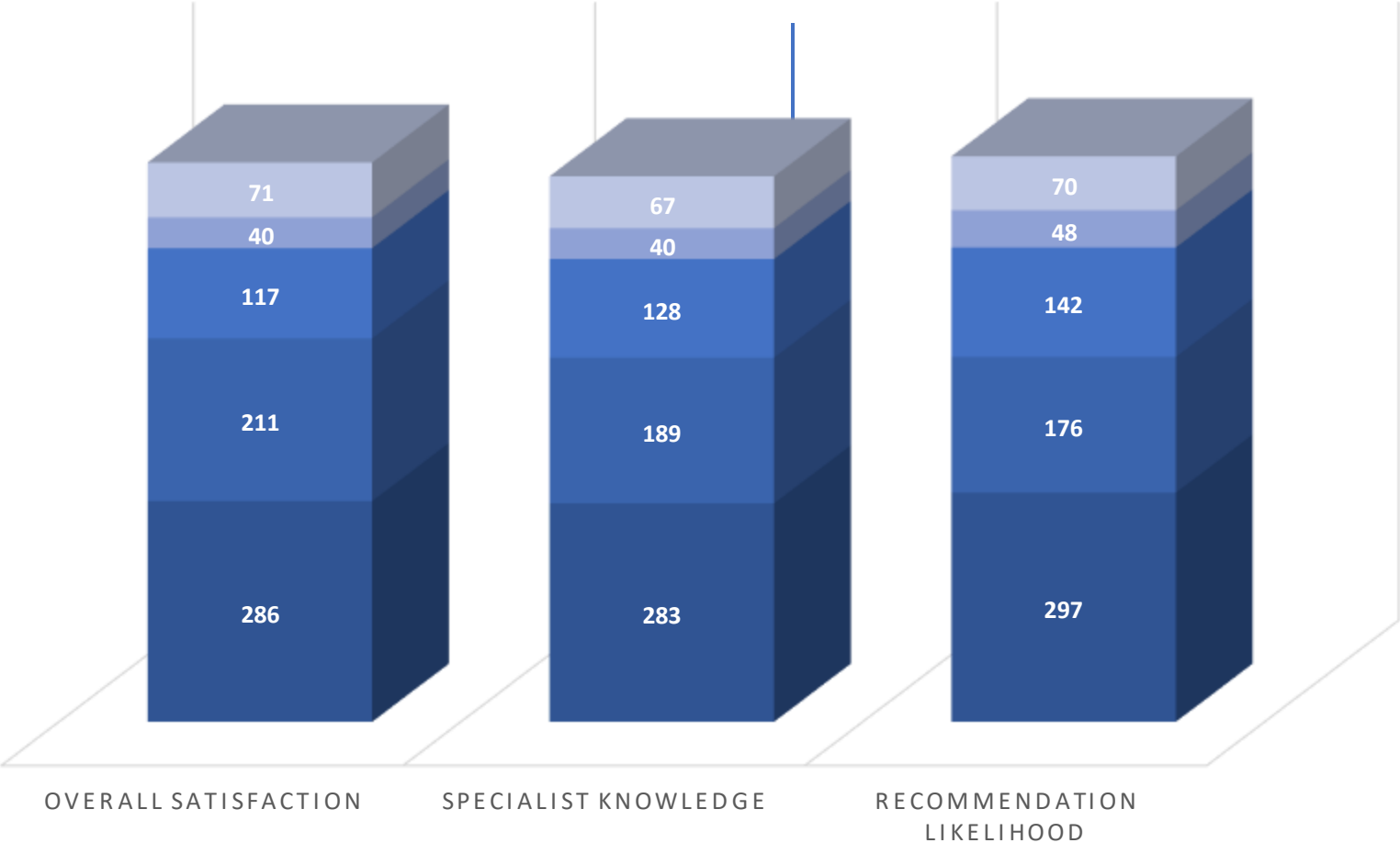
■ April    ■ May    ■ June

# Outreach & Engagement



## CUSTOMER SATISFACTION

■ Very Satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Very Dissatisfied



- Next Steps
- Contact Center following up with client concerns
  - Registration processes under review



# Interesting Learning...

- Many employers of workers who provide in-home services were unaware they needed to register for paid leave and remit contributions.
- As a result, we have developed messaging for our newsletter, email, social media messaging providing clarification.



Connecticut  
Paid Leave

