

New Digital Benefits Assistant experiences help plan members take action

Client Solutions [recently announced](#) how Sun Life was taking another step towards building a more engaging member experience by launching Digital Benefits Assistant (DBA).

Now, we're taking the next step and in mid-March we're bounding ahead with new DBA experiences to help further support members. Here's what's happening:

Helping members "Go mobile"

Plan members who use my Sun Life Mobile, love it. So, we're helping plan members who have yet to experience my Sun Life Mobile, discover the benefits of using our app. Plan members visiting [mysunlife.ca](#) from non-mobile devices who haven't logged onto our app will see a new message informing them about my Sun Life Mobile. They'll learn how they can access their plan on the go and will be given links and instructions on how to download the app.

Ensuring members' contact profiles are up to date

We view each life and health event and every inquiry as our opportunity to provide service excellence to your plan members. Whether it's helping new members understand their plan, helping those that are transitioning out of a group plan, and everything in between, timely support is important.

To ensure we are in the best position to service your members, a new online message will be presented to plan members who don't have a personal phone number listed on their contact profile. Plan members will be encouraged to complete their contact information to ensure their information is up to date. Plan members' contact preferences will be respected to ensure we continue to service them in ways they need and expect.

Questions?

Contact your Sun Life Financial group benefits representative.