

ALEX Benefits Counselor vs. ALEX Go

Choosing benefits shouldn't be a hassle — and with ALEX's help, it doesn't have to be! No matter how you choose to talk to ALEX, you can expect quality benefits education, data-driven recommendations, and a personalized experience.

How ALEX Benefits Counselor and Go can help you

- Provide medical, dental, vision, and voluntary benefits education
- Offer recommendations based on your answers and predictive analytics
- Give you access to ALEX ID, so ALEX remembers you every year (and even sends you benefits education year-round)

What's the difference between Benefits Counselor and Go?

ALEX Benefits Counselor

- In-depth education that explains your benefits options
- An experience that combines audio, video, animation, and text
- Available in English

ALEX Go

- A streamlined text-based experience
- Family Plan Comparison tool
- Available in English and Spanish



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