



An intuitive and personalized online benefits enrollment experience

Register to view your bswift benefits account today !

- Visit the Publicis Benefits Connection site at www.publicisbenefitsconnection.com .
- Click the **View, Enroll, or Change Your Benefits Quick Link** to access the bswift site.
- Click the **First Time User link** to create a userID and password for your benefits account.
- Follow the prompts for information required to establish your bswift login credentials and register your benefits account.
- After completing your bswift benefits account registration, be sure to log back into the bswift site with your userID and password, to ensure that you can successfully access your benefits account.**
- View the [bswift Site Navigation Demo Video](#) for tips on navigating the bswift site.

When you've logged into your bswift account, be sure to ...

- Review your current benefit elections and personal information (**under My Profile**) for accuracy (remember: no changes can be made to your benefit elections unless you are a new hire within your new hire grace period enrollment window, or have a qualifying life event)
- Ensure that you have **a valid email address** saved to your bswift profile.
- Review your life insurance beneficiary(ies)*, and make any necessary updates!**
***Please note: This note does not apply to Freelancers, as life insurance is not a benefit offering available to the Freelancer population.**

Questions?



Publicis Benefits Connection (PBC) Service Center

Phone: 1-800-933-3622 (Monday- Friday, 9:00 am – 5:00 pm ET)

Email: Benefits.SharedServices@lionresources.com

Website: www.publicisbenefitsconnection.com