

Case Study

Increasing Enrollment While Promoting Wellness: Retail

A leading grocery retailer needed an engaging yet cost-effective way to communicate annual enrollment and benefit information to its 100,000 associates in 2,500 locations across more than 30 states.

Our fun, fresh, interactive campaign reduced the cost of communication by nearly \$97,000 — and won praise from the employees.



The diverse employee base included hourly and salaried associates as well as company executives working in drugstores, supermarkets, and distribution centers, so the campaign's messages and materials needed to have broad appeal. In addition, the company wanted to use benefits communications as a platform/ opportunity to highlight the importance of wellness.

The objectives of this campaign were to:

- Achieve cost savings for annual enrollment by providing associates with detailed, comprehensive information at the onset of the campaign.
- Increase wellness awareness and encourage associates to take a more active role in their health care by building on the company's existing choose wellness brand and incorporating wellness information into annual benefits enrollment communications to make it more of a priority.

- Create a fun, fresh approach to benefit and wellness communications by creating detailed and understandable materials with a hip and empowering tone to motivate employees to read enrollment materials and better understand their options.

An Insightful Solution

In order to achieve the goals of the campaign, we developed an interactive magazine, choose wellness, that included feature articles explaining the benefit options as well as articles providing general wellness information. The title of the magazine related directly to the company's existing wellness brand and was a call to action for associates. The interactive magazine included hands-on, explanations/examples that made benefits and wellness information come to life in an easy-to-understand format. Instead of just listing the benefits options available, the materials provided education about health care in general.

“People really liked the interactive message as an additional communication piece. I was often stopped in the hall by our executive management telling me how successful the campaign was.”

– Benefits Communications Manager

For example, “Benefits 101” gave associates a “crash course” in basic health care concepts. Included in this section was an interactive example illustrating benefits cost sharing, where a grocery cart was filled with oranges and apples to represent how much the company pays versus how much associates pay.

Other features included an article about flexible spending accounts (FSAs) that compared using an FSA to using a coupon at a store, and an article about retirement savings that compared saving for retirement to creating the best recipe.

By using metaphors that directly related to the work environment, the copy and graphics became more meaningful, transforming usual benefits communications into something exciting and fun. As a way to supplement general wellness information, the materials also included links to wellness newsletters, wellness resources, and a feature article that highlighted 14 super foods and their nutritional benefits.

Real-world Results

With our assistance, the company was successful in achieving the goals of the campaign. Presenting employees with all annual enrollment materials in an interactive magazine format on CD reduced printing costs by nearly \$97,000.

In addition, less than one percent of the 100,000 employees receiving interactive annual enrollment packets requested printed materials, also directly contributing to the overall success of the campaign. Finally, the company received many compliments on the creativity of the interactive magazine and the quality of the information presented.

Let's Talk

For more information about this project, contact our Engagement Practice consulting team at **1.866.355.6647** or **hrservices@conduent.com**.

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