

CASE STUDY

Increase Employee Engagement with an Effective Communications Strategy

Executive Summary

A US-based provider of residential solar electricity faced a number of challenges going into benefits Open Enrollment. Their lack of a simple message and communication strategy led to high call volumes to the HR benefits team and low benefits enrollment.

Company Profile

INDUSTRY: Residential Solar Technology
BUSINESS: 3,500 US employees across 23 states
LOCATION: Nationwide

CHALLENGE

Benefits enrollment offerings were not communicated in easy to understand terms, and finding the details on the plans was complicated. As a result, the HR call center was overrun with calls and many employees missed the deadline to enroll in their benefits.

SOLUTION

HUB's Benefits Communications & Design team developed a communications strategy to increase employee engagement through simplified, visually engaging messages. The plan also recommended using multiple digital channels to distribute information to make the enrollment process easier to navigate.

Employees were given incentives to participate, and were provided more communication touch points, including home mailings in addition to email and intranet postings.

RESULTS

Employee engagement increased by 20% while HR call center traffic decreased by 25%. Employees and leadership expressed positive feedback on how easy it was to understand the benefits offerings and how to enroll.

Simplified,
Visual Messaging



Easy to Navigate
Enrollment Channels



**20% Increase in Employee
Open Enrollment Participation**

Talk to a HUB employee benefits advisor about building a communications strategy.

