

A woman with long brown hair, wearing a dark top, is smiling and gesturing with her hands while talking to a group of people in a meeting. The background is blurred, showing other people in the room.

EFFECTIVE EMPLOYEE COMMUNICATIONS

CASE STUDY

Customer Profile:

A multinational corporation providing advanced delivery technologies, development, drugs manufacturing, biologics, gene therapies and consumer health products.

Situation:

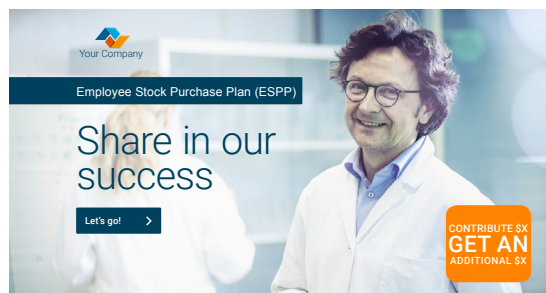
This client was launching a new employee stock purchase plan (ESPP) in May of 2019. They needed to communicate to their employees the new benefit offering and how that benefit enhanced the company's total rewards package.

With 6,684 eligible employees and a goal of 10% uptake in the initial enrollment period, communications needed to be customized and available in multiple languages; and, needed to roll out quickly to meet the launch date of their plan.

Solution:

To meet this client's needs, Computershare offered and implemented a communication campaign through our ENGAGE solution. This solution utilizes a templated approach to provide our clients with a campaign that requires minimal effort on their behalf and can be up and running in as little as six weeks.

This was done through three simple steps:



1. Selecting a theme

Client had the option to choose a base package of communications from five distinct visual styles.



2. Choosing the right add-ons

With a flexible range of additional communications, they expanded their reach to create greater awareness.



3. Launching the campaign

Computershare launched their campaign, tracking performance and providing feedback to the client.

With nearly 90% of the work done up front by Computershare and the ENGAGE system, the client was able to get their customized, comprehensive, multi-channel communications campaign out the door quickly and into the hands of their participants in three different languages! English, Spanish and Portuguese communications that were distributed included the following:

- > Interactive brochures
- > Posters
- > Flyers
- > Presentations
- > Microsites
- > Email campaigns
- > Digital banners



Results:

- › 14% uptake in enrollment!
- › With 6,684 eligible employees, 947 eligible employees enrolled during the first enrollment period. This is nearly a 14% uptake, exceeding the client's goal of 10%.

Benefits:

Through Computershare's ENGAGE communication plan, this client realized the following benefits:

- › Increased enrollment in the employee stock purchase plan.
- › Educated employees to help them better understand the value of the plans offered, and in the languages they needed.
- › Created excitement and engagement among employees for the plans offered.

Learn more

Computershare's ENGAGE solution can have your employee communications program up and running in as little as six weeks.

To learn more or to talk to one of your communications specialists, visit computershare.com/ENGAGE.