

TOTAL BENEFITS ADMINISTRATION

LAUNCHING AN HR AND TOTAL BENEFITS PORTAL

COMPANY PROFILE

- Mass media company with operations including television, radio, outdoor advertising, publishing, interactive media, music, and licensing
- Nearly 20,000 technology-savvy employees located in all 50 states; because of wide-spread population, many do not have an HR representative at their location
- Approximately 45,000 former employees with retirement and medical benefits
- Education and salary levels vary widely

GOALS

- Develop and launch a comprehensive online portal with single-sign-on capability enabling current and former employees to access all their benefits (administered by multiple providers) and HR programs
- Drive employees to the portal to actively manage their benefits by using self-service tools
- Provide comprehensive support for the HR staff including a specialized HR portal, branding guidelines, and a roll-out strategy

MERCER'S SOLUTION

- Employed high-tech, multimedia elements – including e-mails, a video message from the CEO, and an animated flash presentation – to introduce portal and encourage employees to use the site as their primary HR and benefit management resource
- Executed on-site campaign at all locations by distributing posters and mousepads announcing the portal launch; mailed postcards to all homes
- Infused all communications with company-specific look/feel and engaging “Premiering your HR Portal” theme to generate excitement and drive action
- Communicated with HR representatives before, during, and after the portal launch to ensure they understood the launch strategy as well as the full value of their new HR portal

RESULTS

In the month following the portal launch:

- More than 9,000 active employees and 10,000 former employees registered their accounts online
- Approximately 7,000 unique users viewed the video message from the CEO introducing the portal's features
- 8,300 individuals accessed the company's DC plan and 5,000 accessed their DB benefits using single-sign-on technology

