

### CASE STUDY: Expertise in Action How Smart Comms Drove Real Results

#### CLIENT'S NEED

- Transition benefits administration to bswift, introducing employee self-service enrollment for the first time (previously handled by HR Business Partners).
- Enable employees to adopt new technology, processes, and tools to access and enroll in benefits successfully.
- Drive awareness and appreciation of enterprise-wide benefits and total rewards, shifting mindset from local operating companies to corporate.
- Support large-scale change management across 100+ operating companies and a dispersed workforce.

#### OUR SOLUTION

- Developed a unified Total Rewards visual identity to connect employees to the broader organization.
- Delivered a change-management-focused communications strategy, addressing the shift to self-service enrollment.
- Equipped field HR teams with tools and messaging to reinforce adoption locally.
- Executed multi-channel transition and open enrollment campaigns, leveraging digital and print to reach at work and at home.
- Sustained year-long communication focused on driving awareness of the value of programs, including Total Rewards Statements and mental health benefits resources.

#### IMPACT: Outcomes That Matter\*

- ✓ **Transition** to bswift was a seamless event; **89.4%** Open Enrollment participation.
- ✓ High engagement and enrollment on **day one with half completing their enrollment.**
- ✓ **Almost half of enrollees** used Emma™ to help pick recommended plan.
- ✓ Smartphone **usage during Open Enrollment was higher than bswift's average.**

