

CASE STUDY

Global Audio Electronics Company Unifies Benefits and Well-Being Communication for a Diverse Workforce



ABOUT

- **Industry:** Consumer and Professional Audio Electronics
- **bswift Client Since:** 2020



CHALLENGES SNAPSHOT

- ✓ A large, globally distributed workforce still defining its identity post-acquisition.
- ✓ Employees viewing benefits primarily through the lens of medical coverage — missing the bigger picture.
- ✓ Benefits communication concentrated almost entirely around annual enrollment.
- ✓ Year-round programs underused due to low awareness and fragmented messaging.
- ✓ Accelerating demand for a digital-first, employee-centric approach to well-being post-pandemic.

SOLUTION

BUILDING A COHESIVE BENEFITS AND WELL-BEING COMMUNICATION SYSTEM

bswift partnered with the U.S. benefits team to shift benefits communication from a once-a-year event to a consistent, employee-focused cadence that better reflected how they actually think about well-being.

Key Components

Understanding the Employee Perspective

- Conducted qualitative research grounded in participation data and prior survey results.
- Facilitated employee focus groups to uncover perceptions, needs, and participation drivers.
- Identified gaps between programs and what employees understood, valued, or used.

Creating a Single Program Identity

- Developed a unified benefits and well-being identity connecting health, financial, and lifestyle resources.
- Replaced fragmented communications with a clear, cohesive framework employees could recognize and trust.

Establishing a Year-Round Communication Cadence

- Designed comprehensive benefits communications materials anchored in the new identity.
- Extended the same look, tone, and messaging into a monthly benefits and well-being newsletter.
- Balanced practical benefits information with underutilized well-being resources employees often overlooked.

Keeping it Employee-Focused and Action-Oriented

- Used plain-language, employee-focused messaging.
- Delivered timely, relevant content across print and digital channels.
- Embedded links and QR codes to make next steps easy.

IMPACT



Increased Awareness and Perceived Value

Employees gained a clearer understanding of the full scope of benefits and well-being resources available to them — not just medical coverage.

Stronger Engagement with Ongoing Communication

When employees were surveyed about the newsletter:

- **96%** said it helps them learn about benefits.
- **93%** agreed reading it is a good use of time.
- **85%** said it motivates them to keep health and well-being top of mind.

(Survey confidence level: 95%, margin of error ±5%.)

A Sustainable, Employee-Centric Model

The benefits team now operates with a repeatable, employee centric communication system that keeps benefits visible, relevant, and useful year-round.