

CASE STUDY

Global Consumer Products Company Streamlines Total Rewards Communication

ABOUT GLOBAL CONSUMER PRODUCTS COMPANY

Industry: Global manufacturing – Specializing in a variety of consumer and health products

Years in Operation: More than a century of experience.

Employees: A large workforce spanning multiple countries.

CHALLENGES SNAPSHOT



Diverse regional needs, frequent mergers and acquisitions, complex pay and benefits integration.



Following multiple acquisitions, the client aimed to unify global pay and benefits under a consistent, competitive framework.



Ensuring more than 21,000 employees across the globe understood their new total rewards structure without confusion or resistance.



Aligning programs with unique laws, processes, and guidelines in each region.

SOLUTION: TAILORED COMMUNICATION STRATEGY

bswift Engagement Agency partnered with the client to create a comprehensive communication strategy, focusing on clarity, empathy, and stakeholder empowerment.

Key Components:

1. Stakeholder Impact Mapping:

- Identified changes and their impact (positive, neutral, or negative) on employee groups.
- Outlined actions employees needed to take.
- Provided regional resources to address local concerns.

2. Clear, Inclusive Messaging:

- Rebranded the initiative from “Total Rewards Harmonization” to *Reimagine Rewards: Benefits + Pay Integration* to evoke inclusivity and optimism.
- Delivered simple, direct communication that answered, “What does this mean for me?”
- Created opportunities for two-way dialogue to reduce anxiety and build trust.

3. Equipping Stakeholders for Success:

- Developed training workshops for leaders, HR, and managers.
- Provided toolkits with one-pagers, FAQs, and talking points to ensure consistent messaging.

IMPACT

Clarity and Transparency

Over 21,000 employees worldwide gained a clear understanding of what changes would—and would not—affect them.

Stakeholder Readiness

Leaders, managers, and HR teams were fully prepared to advocate for and implement changes.

Positive Reception

Focus group feedback confirmed the transition to the new total rewards approach was smooth, with employees feeling supported and engaged.