

CASE STUDY

How a global manufacturer deployed a multichannel communications strategy for smooth adoption of a new self-service HR platform

CHALLENGE

A high-stakes HR transformation required flawless execution.

The HR team was preparing to launch a new self-service HR platform. The modernized system would fundamentally change how employees interact with HR and manage their benefits.

But executing this transformation would not be easy.



ABOUT

Industry: Pharmaceutical Manufacturing

Employees: 13,000 across 20 countries

Solution: Change Management Communications



Global workforce

The company had 13,000 employees spread across 20 countries, the majority of whom worked on factory floors or in the field. Reaching everyone was a serious challenge. Most employees were not connected to desks or corporate email, and many would only use the new platform once or twice a year, making it difficult to build familiarity and ensure adoption.



Risk of low adoption

Without a comprehensive change management communication strategy, the rollout could cause widespread confusion, overwhelm HR with questions, and ultimately fall flat. Every missed detail or unclear message carried the potential to undermine adoption and erode trust in the system before it had a chance to succeed.



Needed support

HR leaders understood that success would require more than an internal campaign. With limited bandwidth and a small internal team, they knew they couldn't take on such a complex initiative alone. They needed a trusted partner with experience and expertise to deliver a multichannel communications strategy that could reach employees anywhere—and guide them every step of the way.

SOLUTION

bswift developed and executed a phased, multichannel change management communications strategy designed to maximize clarity and drive adoption.

The strategy started with a thorough discovery process. Drawing on expertise with similar large-scale transformations, bswift worked with HR leaders to build a multichannel plan that addressed the unique needs of each employee group and anticipated potential challenges. Every tool, channel, and message was carefully chosen to maximize engagement and adoption.

SEGMENTED STRATEGY FOR SPECIFIC AUDIENCES

- **Non-wired employees:** Print materials, posters, and workstation drops provided easy, consistent access to key information.
- **Wired employees:** Targeted emails and HR portal pop-ups provided office staff timely updates and key steps for adoption.
- **Managers and HR business partners:** Custom toolkits with talking points, FAQs, and visual guides empowered managers to drive communication and champion adoption.

MULTI-LANGUAGE CUSTOMIZATION

To meet the needs of a diverse global workforce, bswift translated all materials into key regional languages. Custom templates allowed for local adaptation while maintaining consistent core messaging.

UNIFIED BRANDING AND DESIGN

bswift developed a cohesive visual identity for the initiative, including unique logos, color palettes, and messaging themes. This consistent branding helped employees instantly recognize materials related to the new platform, making it easier to follow key instructions.

STEP-BY-STEP ROLLOUT PLAN

The strategy was executed in phases, building awareness, and familiarity over time:

- **Pre-launch awareness:** Posters, manager briefings, and announcements introduced the platform and set expectations.
- **Launch communications:** Desk drops, emails, and digital signage guided employees, step by step through the initial set-up.
- **Post-launch follow-up:** Messaging encouraged employees to explore more features and highlighted available support resources.

CLEAR, SIMPLE MESSAGING

Messaging was kept clear, friendly, and actionable. bswift avoided corporate jargon, focusing on how the platform simplified HR interactions for employees.

bswift provided continuous support throughout the rollout, monitoring progress, adapting tactics as needed, and holding regular check-ins with HR leaders. Real-time reporting dashboards gave full visibility into adoption rates, ensuring potential challenges were addressed before they became barriers.

IMPACT

bswift’s strategy drove clear communication, confident adoption across 20 countries
With no room for confusion, the communications approach prioritized clarity, consistency, and reach—ensuring every audience felt supported and informed from day one.

Widespread understanding, global reach

The multichannel strategy ensured 13,000 employees across 20 countries clearly understood what would (and wouldn’t) change. Whether wired or non-wired, employees felt informed and confident navigating the new HR platform.

Empowered managers and HR partners

With tailored toolkits and talking points, managers and HR business partners became active champions of change. They fielded questions, reinforced key messages, and led conversations that kept employees engaged and on track.

Messaging that stood out and stuck

Employees reported that the consistent visual identity and branding made materials easy to recognize and follow. Clear, direct messaging cut through the noise and provided immediate direction during a complex rollout.

HR recognized as a strategic driver

Executive leaders praised the HR team for managing a smooth, high-impact transformation. Thanks to this collaborative effort, the HR team cemented its role as a strategic partner to the business, laying the foundation for future transformations.