



Workscope Communications Services

Deliver comprehensive employee communications programs that inform, educate, influence behaviors, and drive results.

“Communication is key in any change a corporation makes, especially when it comes to something as essential as employee benefits.”

KB HOME

The Challenge

Effective employee communications are critical to maintaining a satisfied and fully-engaged workforce. But with HR’s ever-increasing responsibilities, keeping employees informed and educated about new HR programs, policies and offerings, isn’t always easy. After all, there’s a lot of work involved in reaching the right employees with the right message at the right time in order to drive targeted outcomes.

What’s the best way to communicate with diverse segments of the employee population? How can you generate excitement about your Workscope self-service applications and integrated support tools to optimize user adoption rates? What can be done to reduce apprehension related to benefits program changes? How can you effectively explain new benefit options to drive plan participation and reduce HR costs? And how can you handle routine mailings of employee enrollment and confirmation statements and still find time to focus on strategic priorities?

The Solution

With over 10 years of health and welfare benefits expertise and a proven track record for developing highly effective employee communications, Workscope’s Communications Services can help you keep your workforce engaged and informed — even as your HR and benefits programs evolve over time. Our skilled team of professionals design and execute comprehensive communications programs by utilizing a variety of media, including print, web, email, etc., to boost self-service adoption rates, ease HR’s administrative burden, and help you achieve your cost reduction and plan participation goals.

Workscope’s full-service communications programs can drive greater workforce self-sufficiency by providing education on benefit plan options and helping employees to make the best choices for their personal and financial circumstances. We can effectively manage all operational aspects of your communications, such as printing and mailing a variety of statement packages to employees. We can also develop and implement results-driven programs to significantly impact enrollment or other participant behavior.

The Advantages

Professional Staff of HR and Communications Experts

Workscope’s Communications Services practice understands the complexities of human resource management — from benefit plan administration to managing organizational change — as well as the art and science of effective employee communications. Our team draws on over a decade of combined benefits and HR talent to deliver high impact communications programs that reflect deep domain expertise and support critical HR and corporate objectives.

Customized, Impactful Campaigns

Your company has worked hard to build a strong, recognizable corporate brand. Workscope Communications Services can ensure that your Workscope applications reflect your unique branding, incorporating your corporate logo, color palette, fonts, messages, and other key identity elements, to increase the user comfort level right out of the gate. We can also apply your corporate branding across all other print and online communications for greater consistency and impact.

Even if you don’t have a strong established brand, our communications professionals can create themed campaigns that are custom-tailored to your company’s needs and objectives. We’ll act as an extension of your HR team, working to understand your goals and develop effective communications that help you achieve results.

Communications Consulting and Strategy Development

Workscope Communications Services provides expert employee communications consulting based on industry best practices. Our professionals meet with key stakeholders up front to understand your communication goals, gather your business

requirements, and determine the best strategy for meeting established objectives. If necessary, we can conduct research and surveys to assess current employee attitudes and behaviors and guide development of targeted communications programs to deliver desired results.

Creative Development of Online and Print Communications

Once we determine the best means for conveying key messages and information, Workscope Communications Services brings together the right mix of creative resources — copywriters, print and interactive designers, illustrators, photographers, translators, production specialists, and more — to create your communications. Our talented professionals will tailor the copy, design, and graphics for your target audience, such as new hires, participants on leave, or retirees, for optimal impact.

Whether you need a color brochure announcing your new online enrollment application, a series of newsletters describing new benefits programs, or strategically timed email blasts about the advantages of using decision support tools, we can produce communications that build awareness, influence behaviors, and drive results.

Printing and Mailing of Personalized Literature Kits

Many clients rely on Workscope Communications Services to print and mail personalized statement packages to employees. We'll see to it that personalized communications, like benefits enrollment statements, confirmation statements, and total compensation statements, are produced and distributed to employees in an accurate and timely manner. This way, your HR professionals can focus their time and attention on more strategic initiatives that directly support corporate goals.

Effective Communications Pay Off

Change management can be a challenging endeavor. When a major automobile manufacturer deployed Workscope's online benefits enrollment application with phone-based HR Service Center support and introduced a cost-sharing benefits program and a flexible spending plan, the company decided to invest in a comprehensive employee communications program. Based on initial research results, Workscope Communications Services created a fully-branded communications program that included print brochures, a Web portal, newsletter articles, and more.

The investment in communications paid off. Employees had the knowledge and tools they needed to complete open enrollment on their own and to make informed, best-fit benefit elections. The results were impressive:

- 97% of employees made an active election during the enrollment window
- 61% of employees made their elections online
- Nearly 30% of employees made their benefit election in the first three days of the enrollment period

Results You Can Count On

After an unsuccessful online enrollment with another vendor, Agfa Corporation wanted to reassure its employees that the Workscope solution would deliver a highly intuitive web-based enrollment experience and an exceptional level of service. To make this happen, Agfa engaged Workscope Communications Services to create multiple newsletter and brochure direct mailings for its workforce. The mailings were intended to educate employees about the Workscope solution, reduce any lingering apprehension, and build readiness for live enrollment. The results?

- The new enrollment web site received hits from 89% of Agfa's employee population within the first two weeks
- During its second year on the Workscope platform, Agfa achieved 100% web-based enrollment