Employee Communication

Success Story

Engaging communications, how we helped our clients reach a wider employee audience.

LOCKTON®

*backstitch is allowing me to do things I couldn't before ...
Lockton should be bringing backstitch to all of their customers!"*

Communication was a struggle.

One of our clients has an operation with several hourly field technicians who work throughout Kansas City and the surrounding areas. This client consistently struggled in communicating with their employees about employee benefits. Engagement and understanding were low regarding both the employees' medical plan and their health and wellness program. Additionally, the client struggled with getting its message out to union employees. To address these concerns the client employed a company called backstitch, which provided a customized mobile app and website for employee's benefits. The app houses communication materials and sends notifications directly to employees (similar to text messages but without the texting fees or requirement of collecting employee phone numbers). The company's HR team, their wellness vendor and their employee assistance program (EAP) vendor, received access to send information via the app and from there, they developed a content calendar with topics that included (among others):

- Financial wellness.
- Health savings account (HSA) investing.
- Dental wellness.
- Ergonomics and movement.
- Vacation days.
- 401(k).
- EAP — kids and technology.

backstitch provides ready-made content

backstitch helped the client get ahead of their communication challenges by having ready-made content and a content calendar pre-loaded into the tool. Some ideas about what to produce include:

1. **EMPLOYEE INTEREST:** Feedback from HR or the HR service center. What are employees asking about?
2. **INTERNAL EVENTS:** Specific events happening during the year. What HR/benefits information is coming from leadership?
3. **EXTERNAL EVENTS:** Topical events happening in the world. Public safety incidents, natural disasters or industry events.
4. **SEASONAL:** Specific events happening during the year. Content tied to national holidays, health awareness months etc.

Date/time period	Topic	Message — call to action	Method	Audience	Owner	Notes
Dec. 14	Safety	Vehicle preparation for winter snow conditions. **CTA:** Supervisors review with team by December.	Email mobile notification	Safety coordinators	Jane Doe	Work with John Doe to identify coordinators and input.
Mid January.	Wellness	Share importance of medical checks and how heart attacks cause xx% of health related issues. **CTA:** Schedule annual physical exam with health provider by end of February.	Email mobile notification	All employees	Jack Davis	Highlights topic during February "American Heart Month."

Ideally, the content creator will send out four to six notifications each month on different topics, encouraging members to visit the app to learn more about their benefits.

What really separates this program from a standard communication campaign are the analytics provided by backstitch. The analytics gave our client tremendous insight into employee engagement. Prior to the launch, the company worked with backstitch to create goals for defining success within the program. Those goals were then measured using the data analytics within the platform.

The goals were:
- **Innovation** — Be a helpful resource for employees.
- **Engagement** — Encourage employees to feel like a part of the company.
- **Awareness** — Increase understanding of offered benefits.
- **Communication** — Deliver the wow factor and surprise employees.

The goals were measured by:
- **Adoption** — Drive app adoption across the entire population.
- **Participation** — Increase enrollment in programs such as well-being challenges.
- **Measurement** — Collect data to compare benefits appreciation versus utilization.

# Results!

The results of the program were:

- A 300% **increase** in viewings of benefit videos.

- A 130% **increase** in participation in well-being programs over the previous record.

- The program reached 2,731 people, and the app was downloaded by 939 members (including spouses).

- The most popular information read by members was on retirement (72% of total views) followed by HSA/FSA (11% of total views).

- 45% of total engagements were union members, and of those engagements, 56% were via the mobile app.

Most read graphic

Dental — 3%
Perk — 3%
EAP — 1%
HSA/FSA — 11%
Life/disability — 1%
Medical/Rx — 3%
Vision — 5%
Retirement — 72%
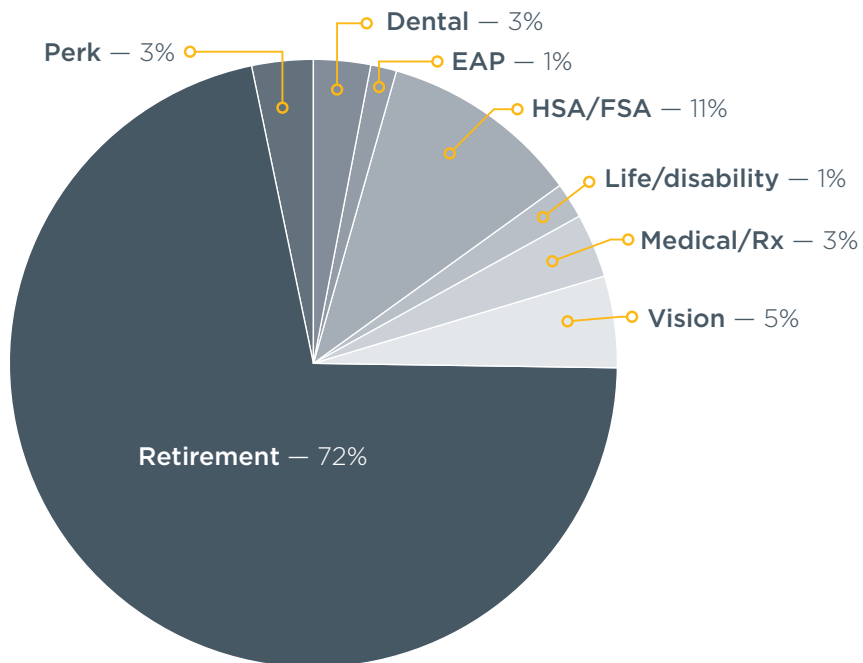
backstitch

Finally, the app also had the ability to see which notifications would drive people to open the app and learn more, as well as track how many people would download the app after viewing different advertising campaigns for the website and app.
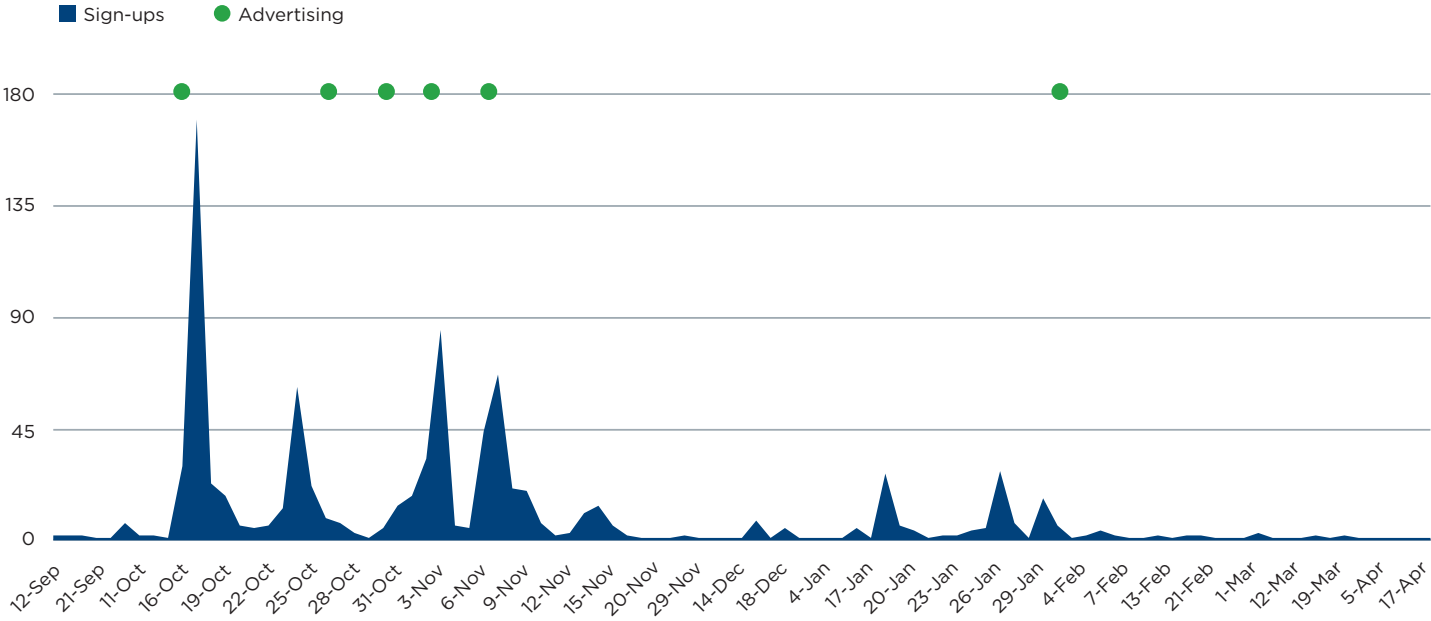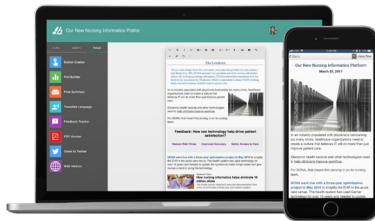
"backstitch is a tool that allows HR professionals to build, distribute and analyze professional, polished communications to their employee bases."
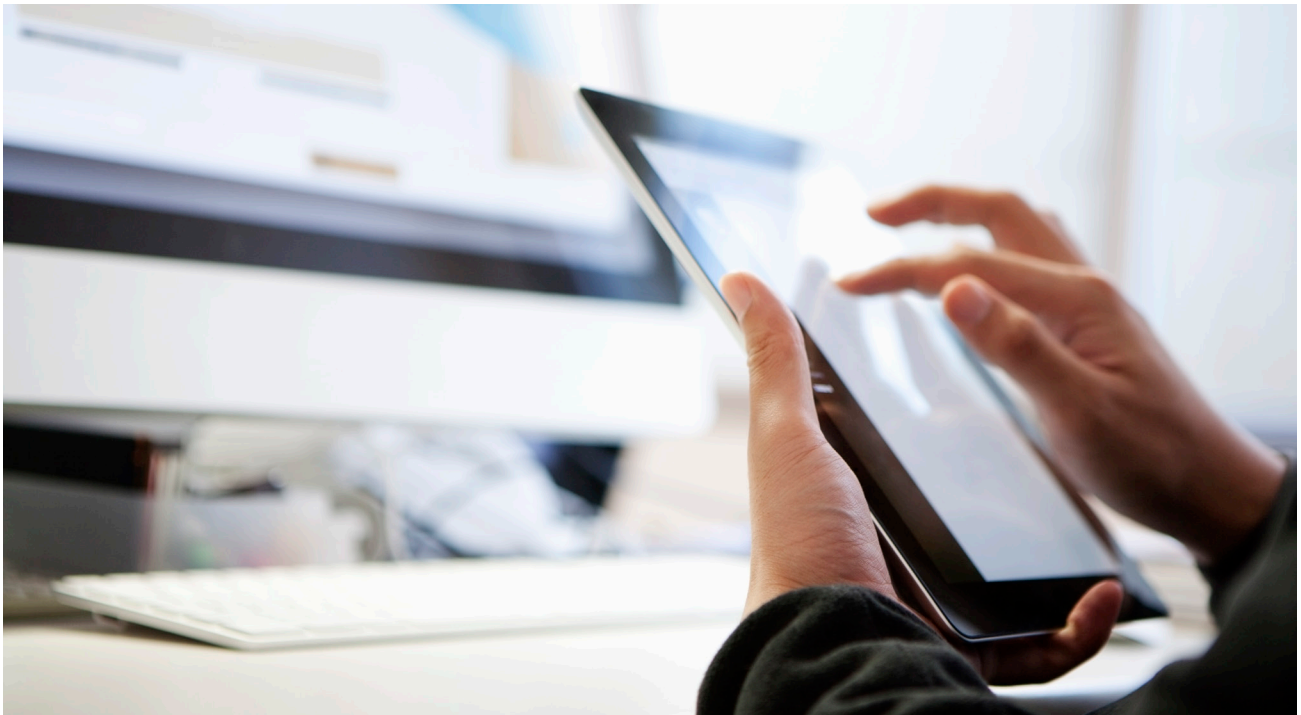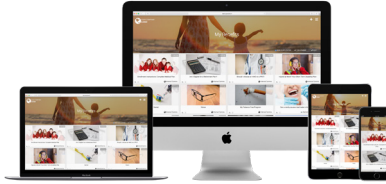
backstitch
STUDIO

backstitch
READER

backstitch
TRS

Content creation tools for business communicators

- Format and publish to email, mobile, web, PDF and other channels.

- Integrated polls and surveys.

- Asset management library with free stock images.

- Automatic translation for 150+ languages.
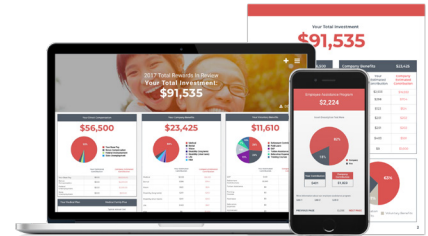
- Engagement report builder.

Complete communications platform for employees

- Company-branded responsive web, iPhone and Android employee apps.

- Automatic and manual population segmentation.

- Content curation engine.

- Trending and activity reports.

- Integrates with HRIS, intranet and other platforms.

Modern benefits awareness and education

- Automated data collection.

- Available via company-branded website, mobile app and downloadable PDF.

- Drive additional participation and proper utilization of programs.

- Detailed engagement analytics.

LOCKTON®

- **RISK MANAGEMENT**
- **EMPLOYEE BENEFITS**
- **RETIREMENT SERVICES**

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