

# Boosting Efficiency Through Better Benefit Communication

## Company Overview

This company is an existing client in the import/export business with 180 employees located in Los Angeles, California.

## Key Challenges

During a review of various human resource and employee benefit matters in a routine client meeting, our account executive initiated a discussion on what she believed was a benefit communication strategy that lacked consistency and thoroughness. With a comprehensive package provided to employees, enhanced and effective communication could provide increased engagement, improved office morale and a better return on investment for the company's benefits budget.

## MBA Solution Presented

Our Account Executive developed a communication strategy that included scheduling periodic workshops and seminars focused on employee benefits, incorporating greater benefit details in the company intranet, providing a comprehensive benefits pamphlet for distribution to employees at open enrollment and onboarding meetings, and a template for monthly distribution of targeted benefit highlights through company email. Additionally, our Account Executive met with management to train them on effective communications skills for team members.

## Measurable Results

The company already knew that employee benefits are a significant factor in both recruitment and retention of office staff. However, through our efforts, they also learned that their impact is maximized when they are effectively communicated and tailored to meet employee needs. The communication campaign was deemed a success, and the company estimated that savings attributable to improved utilization and retention amounted to more than \$40,000 in the first two years.