

CASE STUDY

BAKER HUGHES OVERHAULS OPEN ENROLLMENT COMMUNICATIONS



Industry

Fortune 500 Leader in the oil and gas industry

Location

Houston, TX

Employees

50,000 with 75% working remotely

"With rising healthcare costs and low participation during Open Enrollment, we needed to better engage and influence employee behavior to drive better results."

Ruth Britto,
Benefits Manager



Key challenges

- Communicate with diverse and remote workforce
- Educate employees on HDHP and wellness benefits
- Reduce time and costs

Solution

- Adopted a streamlined open enrollment planning process
- Leveraged multimedia content within a multi-channel communications strategy
- Used powerful analytics to evaluate and measure success

77% reduction in OE costs

35% participation in wellness programs

38% decrease in HR support calls

Transforming Benefits Communications to Build Awareness, Value, and Adoption

Baker Hughes is an oil and gas industry leader with a century-long track record of delivering top-tier reservoir solutions to their customers. While technological innovation has been a primary driver of their success in the oilfield, it wasn't always a driver of their employees' behavior when it came to making informed and cost-effective benefits selections. In fact, the company's traditional paper-based approach to benefits planning and communications saddled the HR team with high resource costs that simply aren't sustainable in today's marketplace.

Benefits Manager Ruth Britto wanted to take control. Not only did the company need to increase enrollment in its High Deductible Health Plan (HDHP) and wellness program, two benefits central to driving down benefits costs, Baker Hughes wanted to raise the perceived value of its healthcare benefits offerings to help attract and retain top employees. Britto knew that her team wouldn't be able to motivate employee behavior change—to understand the advantages of HDHPs, financial or otherwise—without a strategy to educate and engage employees during the open enrollment process.

Embracing a Multi-Channel, Multimedia Strategy

Open enrollment season used to be spent sitting through lengthy weekly planning meetings and creating even lengthier printed benefit guides (up to 60 pages long!). It was expensive, repetitive, and ineffective. So when Britto's team adopted the GuideSpark's Benefits Solution—complete with robust analytics to help them evaluate and measure their success—the transformation was palpable.

The centerpiece of Baker Hughes' multi-channel communications strategy was a library of company-branded videos informing employees about the company's open enrollment process and customized benefits programs (e.g. Wellness, Long-Term Incentives, and Vacation Purchase). In addition, Britto and her HR team held town hall meetings and leveraged e-mail and their Intranet to build awareness and add interest to open enrollment education and benefits selection. The best part was they started seeing results almost immediately.

Making Way for Significant ROI

With access to simplified, easier-to-understand, more colorful and entertaining digital content that clearly communicated the value of their workforce benefits, Baker Hughes' employees became more highly engaged healthcare consumers in just one open enrollment season. The company experienced a 7x increase in HDHP enrollment—from 5% to 37%—and achieved 35% participation in wellness programs, up from a mere 5%. Plus, the HR team had more time to focus on other activities, too. Not only did they spend less time in planning meetings and enjoy a 38% decrease in benefits support calls, they ended up with a remarkable 77% reduction in OE costs for everything from project management and consultants to design, printing, and shipping of printed materials.

GuideSpark Solutions

GuideSpark Benefits Solutions

"I can't emphasize enough the importance of measuring ROI and taking bold steps to adopt new technology such as multimedia communications, which helped us to achieve great business results during Open Enrollment."

Ruth Britto,
Benefits Manager

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