

NEW HIRE COMMUNICATIONS

SUCCESSFULLY IMPLEMENTING A COMPREHENSIVE ONLINE WELCOME KIT FOR NEW EMPLOYEES

COMPANY PROFILE

- Mass media company with operations including television, radio, outdoor advertising, publishing, interactive media, music and licensing
- More than 25,000 technology-savvy employees located in all 50 states; because of widespread population, many do not have an HR representative at their location
- Approximately 2,500 employees hired each year
- Education and salary levels vary widely

GOALS

- Provide an organized, easily accessible way for newly hired employees to access, review and complete important documents and to enroll in their benefits
- Offer a consistent onboarding experience and make a polished first impression across all of the company's locations
- Eliminate the cost of printing and distributing the company's existing new hire packets and provide an easy and inexpensive way to update materials real-time
- Decrease burden on HR and Benefits staff by reducing time spent delivering and tracking down new hire paperwork

MERCER'S SOLUTION

- Developed an interactive, visually appealing online welcome kit – housed on the company's HR and benefits portal – containing all of the information and forms that a new employee needs
- Features of this seamless, one-stop source include:
 - User-friendly navigation with clickable section tabs, links and flipping pages
 - Embedded welcome video from the CEO
 - Benefit materials such as 401(k) plan and health plan guides, along with relevant enrollment instructions and deadlines
 - Required forms such as W-2, I-9 and direct deposit forms
 - Company-specific documents such as a business conduct statement and holiday schedule
 - Interactive checklist to help employees keep track of what they've completed and what they still need to do
 - Print option to generate a print-friendly PDF
 - "How-to" section for using the kit
- Supported HR staff by conducting an internal rollout with a training session

RESULTS

- Accessed over 4,000 times by newly hired employees within the first three months of the kit's launch
- Used as both an orientation tool for new employees and as a recruitment tool for prospective employees
- Total annual savings by eliminating printing and distribution costs of new hire kits estimated at \$73,000
- Significant time savings for HR and Benefits staff, who no longer spend hours preparing and shipping new hire packages
- Extremely well-received by HR and Benefits staff and new hires alike

