



Consulting

## Case study

# Total rewards portal

## Consumer goods



Increase employee engagement through a strategic total rewards portal. A leading consumer products company was implementing a new total rewards program — one in which every component, from base pay to retirement benefits, would be changed.

Under this new program, employees had the opportunity to maintain, or in some cases enhance, the value they received from the company, but only if they took a more active role in these programs.

Initially, this employer assumed an online total rewards statement could help communicate the value of the new program — once it was implemented. However, after meeting with several vendors, they realized our robust portal solution, coupled with our communication expertise, could give them a platform through which they could efficiently communicate the changes, deliver the desired messages, and support informed decision making — while building the foundation for future growth.

### An insightful solution

Over the course of just a few months, we developed a customized total rewards portal, rolling out functionality in phases:

- Phase one provided an overview of the changes and provided employees with a modeling tool they could use to compare the value of the current rewards package with the new package based on their own situation.
- Phase two used personalized data to provide employees with greater insight into the changes, while the modeling tool was reprogrammed with pre-populated individual data and an additional total retirement planning tool was added to the experience.
- Phase three focused on the health and wellness changes, highlighting the actions employees needed to take in order to maximize their health incentives. In addition, a complete personalized total rewards statement was incorporated.

In addition, we developed a companion total rewards booklet.



“ Your work in building [our portal] has made a world of difference to our employees and their families. Thank you!”

– HR Director

### Real-world results

The portal we developed contributed to a successful, well-received implementation of the organization’s new total rewards program. And, within just a few months, the portal was effectively being utilized, as intended, as the “one-stop shop” for total rewards information.

Within the first six months after the site launched, 90% of the population had accessed the site an average of 13 times each. On a monthly basis, 75% of the eligible population accesses the site, with the following being the most frequently visited areas:

- Wellbeing information
- Integrated retirement planning tools
- Compensation values and wealth account balances
- Seamless access to users’ individual accounts on third-party vendor sites

Meanwhile, as a key component of the total rewards infrastructure, the portal helped the organization increase understanding of and participation in key programs. According to a client-conducted survey and data analysis:

- 96% of employees reported they had all the information they needed to make informed decisions under the new program
- 88% of employees rated the communications, including the portal, as valuable or highly valuable
- 98% of employees actively participated in the annual enrollment process; and
- 79% completed the wellness activities. Today, we are working with this client to expand the portal’s reach to highlight the organization’s career opportunities, learning and development programs, community programs, and more.

### Let’s talk

For more information about this project, contact us at [talktous@buck.com](mailto:talktous@buck.com) or **1 877 414 2676**.

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