



Case Study: Benefits Communications

Adobe Systems Incorporated Benefits Communications for Today's Adobe Employee

Adobe wanted to fully communicate the value of its Total Rewards package consistently across its global workforce, while enabling HR to maximize efficiency.

CHALLENGES

- Engage busy employees on benefits-related topics
- Deliver consistent experience to >9,500 global employees and family decision makers across 75 worldwide offices
- Free HR team resources from managing live workshops
- Reduce support load on HR call center

RESULTS

- Over 50% of Adobe U.S. view benefits video library site
- Video site: Key resource driving 48% enrollment in consumer directed health plan
- Eliminated live workshops for Maternity Leave, Mobility and New Hire Benefits Training
- Reduced number of emails, calls and call duration to benefits support line

“ We make substantial investments in non-cash compensation programs. GuideSpark ensures that Adobe employees understand and value their Total Rewards package.”

Rosemary Arriada-Keiper
Director, Global Benefits and Shared Services

Communicating to Today's Employee on a Global Scale

Adobe's software and technologies have set the standard for communication and collaboration for nearly 30 years, bringing vital and engaging experiences to people across every digital channel and screen. Adobe understands how rich media has changed the way people consume and interact with information, so it's no surprise that the Global Benefits team was looking for something more effective than handbooks, brochures and live workshops to communicate consistently and on a global scale about Adobe's Total Rewards Program.

The Adobe challenge:

- Get busy employees engaged on benefits-related topics
- Deliver a consistent experience to more than 9,500 global employees in 75 worldwide offices
- Reach family decision makers
- Free HR team resources from organizing and hosting live workshops
- Reduce the support load on the HR call center

GuideSpark Benefits & Open Enrollment Video Library

Leveraging Adobe's existing Total Rewards handbook, brochures and presentations, GuideSpark created a customized benefits communications solution.

The components of the Adobe solution included:

- Centralized library of customized benefits videos for Adobe's global employees
- Dedicated, Adobe-branded website to deliver, manage and track all content
- Single Sign-On integration for seamless access to library from multiple Adobe web sites

Adobe quickly recognized the power of having a centralized library of engaging, always up-to-date benefits content. The solution grew from 10 videos in the U.S., to over 40



SOLUTION

- Centralized and customized benefits video library
- Dedicated Adobe website to deliver, manage and track all content
- Single Sign-On for seamless access between library and multiple Adobe web sites

globally and now supports many HR business processes, including:

- **Events**—Open Enrollment, New Employee Orientation, acquisitions
- **Global sites**—Online benefits enrollment site, global Total Rewards Portal, new hire site, intranet
- **Announcements**—Benefits and policy changes
- **Benefits resources**—HR call center, live seminars, workshops

“GuideSpark has become an extension of our HR team. They understand Adobe’s benefits and brand guidelines, and serve as trusted counsel on benefits communications strategies,” said Rosemary Arriada-Keiper, Director, Global Benefits and Shared Services.

More than 50% of Adobe’s U.S. Employees View Video Library

The GuideSpark solution has had a favorable impact on both employee engagement and cost-savings. To date, over 50% of Adobe’s U.S. population has accessed the GuideSpark site to watch videos and get actionable information on their Total Rewards programs.

“We make substantial investments in non-cash compensation programs. GuideSpark ensures that Adobe employees understand and value their Total Rewards package,” Arriada-Keiper said.

With the advent of a high-impact benefits communications solution from GuideSpark, Adobe has seen measurable improvements in the following areas:

- Increased engagement driving employees and their families to become better consumers of benefits. Medical plans videos were instrumental in helping to drive 48% enrollment in Adobe’s consumer directed health plan option.
- Centralized library makes it easier to manage and deliver the latest information to all employees
- Eliminated resource-intensive live workshops in the areas of Maternity Leave, Mobility (employment-based sponsorship of U.S. Green Card) and New Hire Benefits Training by moving education online
- Reduced number of calls and emails to Adobe’s benefits support line
- Shortened duration of calls to Adobe’s benefits support line by pointing employees to GuideSpark



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About Adobe

Adobe Systems has been named to the *FORTUNE* 100 Best Places to Work list 12 times. Headquartered in San Jose, California, Adobe is changing the world through digital experiences. The company helps customers create, deliver, and optimize compelling content and applications—improving the impact of a customer’s communications, enhancing their brands and productivity, and ultimately bringing them greater business success. Together with their customers, Adobe is turning ordinary interactions into more valuable digital experiences every day, across media and devices, anywhere, anytime.

GuideSpark 

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We help HR organizations communicate, train and engage employees in this new web information world.