

## CASE STUDY

# Corning Partners with GuideSpark: It's Never Too Late For Change

## CORNING



### Industry

Manufacturing



### Size

50,000 Employees  
Globally



### HQ Location

Corning NY

**Corning Incorporated, a leading innovator in materials science and manufacturing, has existed for more than 165 years. Known for their business in Telecommunications, Advanced Materials, and Information Display, Corning's business strategy has continuously focused on their employees. Bettina Trunzo, HR Communications Manager, shared how four of Corning's seven values connect to their employee-centric strategy as a company: The Individual, Quality, Integrity, and Performance. All four values speak to Corning's commitment to the "fundamental dignity of the individual" and their integrity of keeping all employees informed on their total health, total wealth, and total self.**

### **SPARKING CHANGE THROUGH INTERNAL COMMUNICATIONS**

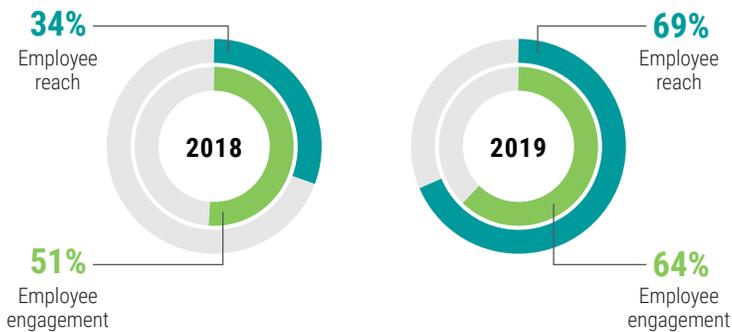
For the past five years, Corning has had great success partnering with GuideSpark to deliver compelling communications about benefit program changes and adjustments. Each year, reach and engagement rates have increased and overall employee sentiment remains positive, all contributing to the success of Corning's employee value proposition. This puts Corning in a strong position to compete in a crowded marketplace for new talent acquisition, and helps motivate existing employees to stay and build their career at Corning.

But Corning's enrollment statistics weren't always this positive. Back in 2015, they experienced a shift in their benefits when a new tobacco surcharge was introduced. Not wanting employees to incur extra premium charges due to unawareness, Trunzo had some difficulty finding the right partner to meet the company's communication. That's where GuideSpark came into play, helping Trunzo generate awareness for Corning's new Tobacco Cessation campaign by creating, hosting, and communicating informative content on GuideSpark's platform. This approach enabled Corning to get 100% participation from their diverse employee population and solidified the partnership with GuideSpark.

## GROWING ENGAGEMENT WITH GUIDESPARK'S NEW PLATFORM

From 2017-18, Corning decided to expand their benefits awareness efforts by including campaigns for their 401(k) retirement plan and Annual Enrollment period, using GuideSpark Communicate Cloud®. For the first time, Trunzo was able to measure success on her communication efforts using analytics to see which part of the campaign received the most engagement, and where employees failed to act. With Corning's diverse employee audience ranging from factory workers to research scientists and engineers, Trunzo tested various techniques over the years, such as posters in working quarters and tabletop advertising, and used the success factors and short-comings of prior years' campaigns to inform each year's journey. The payoff from the new platform spoke for itself:

**GuideSpark Communicate Cloud®**  
Campaign: 401(k); Annual Enrollment



By using GuideSpark Communicate Journeys®, Corning continues to foster their employee culture around total health, total wealth, and total self: "We've noticed an increase in overall employee satisfaction with internal programs since implementing GSCC. Our information is readily available to all employees, and I'm able to measure and scale campaigns in real time."  
-Bettina Trunzo

## FINDING THEIR FIT

It just goes to show, a one-size-fits-all internal communications approach does not work for a global, manufacturing company like Corning. From employees who work in a production line to those in the corporate offices and all jobs in between, Corning has utilized GuideSpark to fast-track their talent strategy of educating their employees, so they can more fully take advantage of Corning's benefits offerings. And with new platform offerings available, like starting a campaign to onboard new hires, Trunzo will continue to expand Corning's use of GuideSpark Communicate Cloud®.



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**- BETTINA TRUNZO**