FLIMP▶

COMMUNICATIONS

CLIENT CASE STUDY REPORT

DIGITAL POSTCARD CAMPAIGNS

200+ CAMPAIGNS
150+ ORGANIZATIONS
875,000+ EMPLOYEES

AVERAGE ENGAGEMENT RATE OF 74% !

Since 2016, **Flimp Communications** has worked with more than 500 organizations, **helping HR teams communicate with and educate more than three million employees** for benefits open enrollment, new-hire onboarding, health and wellness initiatives, financial wellness programs, workforce training and development, and other HR program initiatives.

The **Digital Postcard Campaigns Case Study Report** presents statistical engagement and response data from 200 tracked digital postcard campaigns, distributed internally by 159 organizations to more than 875,000 employees.

HIGHLIGHTS

▶ Providing effective communications about benefits and training is as important as, if not more than, investing in benefits and training

▶ Employee satisfaction improves with effective benefits and workforce communications

▶ Employers who emphasize digital-communications strategies to introduce benefits, health and wellness initiatives and financial wellness programs realize higher engagement and response rates and faster enrollment at lower costs over other methods

▶ Digital tools and multimedia resources can help employees learn about benefits options, while making important decisions for their families

▶ Digital communications for workforce training and development leads to a higher return on investment and is more effective than traditional methods

> "Strategic employee communication is no longer optional; it is the future of HR."
>
> "Nearly 80% of high-performing companies believe that video would be a compelling way to improve communication."
>
> "It is no longer about broadcasting information, but opening a dialogue with clear, effective and engaging communication to employees."
>
> SOURCE: Employee Communication: Driving Experience, Culture and Business Results, Aptitude Research Partners

In the not-so-distant past, HR teams relied heavily on static emails, posters, direct mail and in-person meetings to communicate with employees. The advent of **online technologies** coupled with **how employees prefer to receive information** requires HR to use a more systematic, on-demand and easy-to-digest approach for their messaging efforts.

Three main factors drive this need for the shift in communications strategies:

1 HR's expanded role requires **year-round communications** beyond open enrollment

2 Employees and their families expect mobile access to **all-inclusive communications**

3 Technology solutions **drive employee engagement,** response and productivity

200 **Digital Postcard Employee Communications Campaigns**

Featuring
• One or more videos
• Hosted documents
• Average of four buttons/links
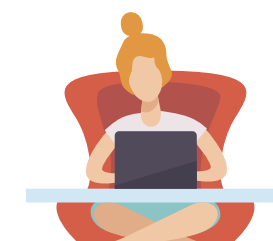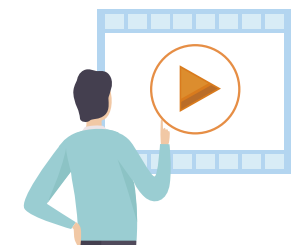
875,873
Employees

159
Organizations

76%
Engagement Rate

665,664 Digital Postcard Views

875,873 Employees

1.39
Video Views per Session

926,649 Total Video Views

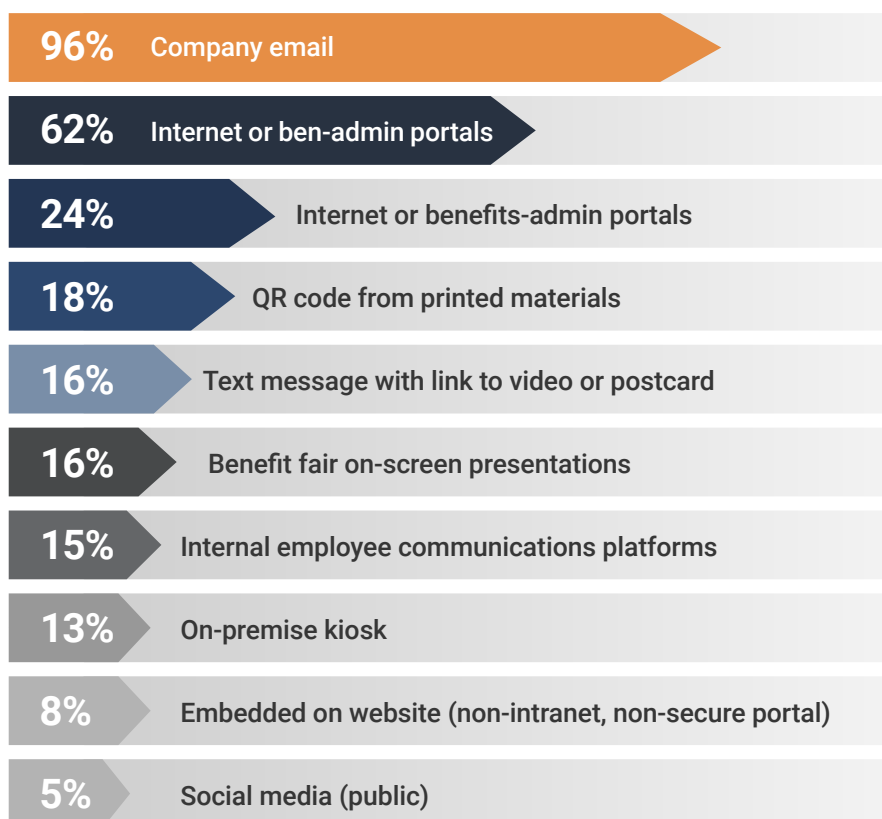665,664 Digital Postcard Views

1.47
Actions per Session

978,114 Response Actions

665,664 Digital Postcard Views

03:20
Average Viewing Time

Average Video Duration: 2:30

Distribution Methods

96%	Company email
62%	Internet or ben-admin portals
24%	Internet or benefits-admin portals
18%	QR code from printed materials
16%	Text message with link to video or postcard
16%	Benefit fair on-screen presentations
15%	Internal employee communications platforms
13%	On-premise kiosk
8%	Embedded on website (non-intranet, non-secure portal)
5%	Social media (public)

Email remains a dominant method for distribution, but must be complemented by digital and traditional solutions to maximize effectiveness.

978,114
Response Actions per View

• Enrollment-software login
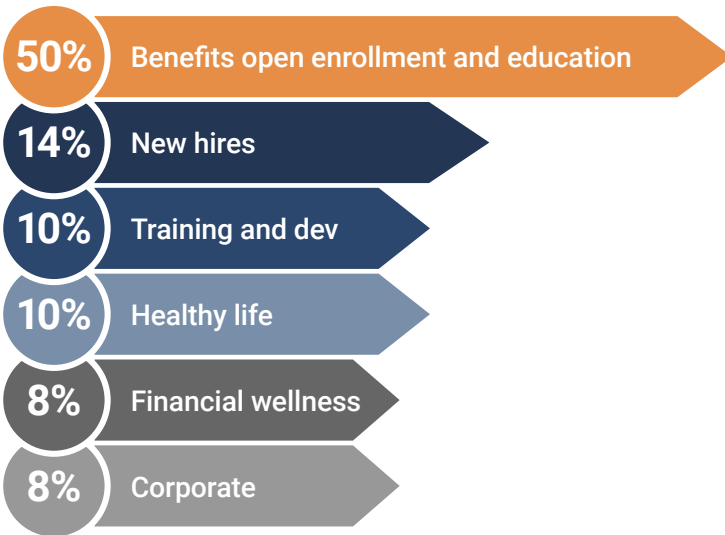• Hosted documents (benefits and training)
• Third-party links

37,000 hrs
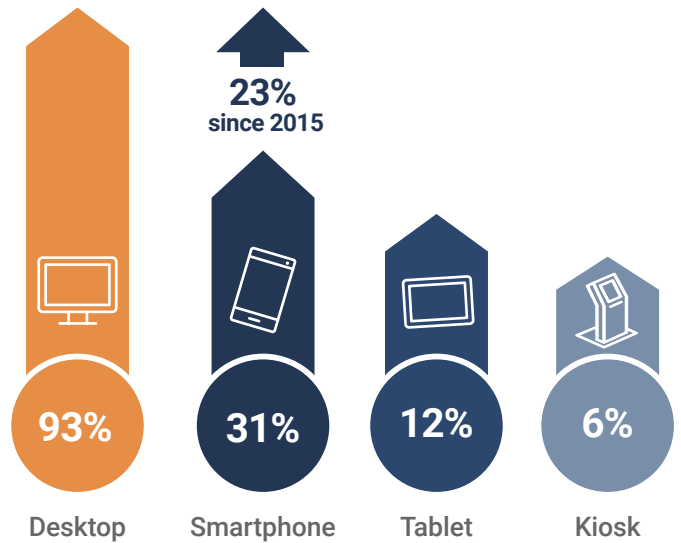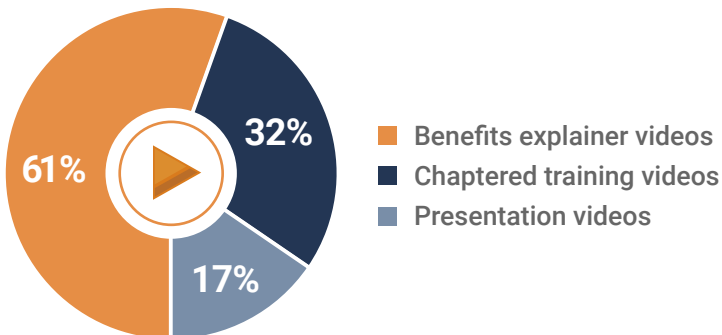**Combined Content-Viewing Time**

▶ INDUSTRY BREAKDOWN

- ✈ Aerospace
- 🌱 Agriculture and agribusiness
- 🚗 Automotive and auto supplies
- 🧬 Biosciences and biotechnology
- 🚜 Construction
- 🛍 Consumer goods
- 🎓 Education
- ⚡ Energy

- 🎥 Entertainment and recreation
- 💰 Financial products and services
- ☕ Food, beverage and restaurants
- ⚖ Government
- ➕ Healthcare and insurance
- ☁ Information technology
- ⚙ Manufacturing
- 🧰 Medical devices and supplies

- 🤝 Non-profits
- 🙂 Public relations
- 🏠 Real estate
- </> Software and technology
- 👟 Sports
- 🚚 Transportation
- 🏖 Travel and tourism
- ⊕ Other

▶ TOPICS COMMUNICATED

- **50%** Benefits open enrollment and education
- **14%** New hires
- **10%** Training and dev
- **10%** Healthy life
- **8%** Financial wellness
- **8%** Corporate

▶ DEVICES USED

23% since 2015

- **93%** Desktop
- **31%** Smartphone
- **12%** Tablet
- **6%** Kiosk

▶ EMBEDDED VIDEO CONTENT TYPES

- **61%** / **32%** / **17%**
- Benefits explainer videos
- Chaptered training videos
- Presentation videos

▶ LINKED DOCUMENTS AND RESOURCES

- **100%** Benefits guides, training docs and other resources (PDF, Word, PPT, Excel)
- Company and other non-protected resources
- **82%** Enrollment portal or other password-protected links
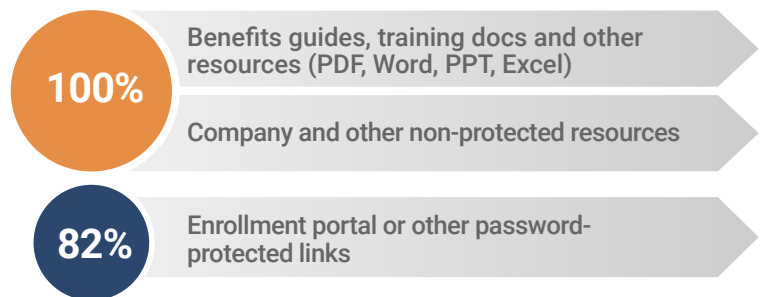
FLIMP▶ COMMUNICATIONS

How large employers engage and communicate with employees has changed radically in recent years due to the digital evolution of communications content, distribution, devices and data collection.

The use of dynamic, **multimedia content**, such as **branded "digital postcards"** that **track and measure viewer engagement, saves HR teams time and money** by eliminating the need for costly and inefficient in-person meetings, presentations and expensive printed materials.

> **Digital postcards are interactive multimedia microsites with built-in viewer tracking and reporting that combine branded video(s), messaging, images, web links, forms, interactive buttons and more.**

Delivered using a variety of distribution methods, most often by internal email or an integrated email service provider, digital postcards engage employees with a dynamic viewing experience, even on mobile devices so they can immediately take action or share with family members. They can also be embedded into enrollment portals, benefits websites, intranet sites, social media and sent by text message.

1 LOGO AND BRANDING
Custom-designed background with your logo, colors and style

2 INTRO VIDEO
Main introductory video

3 POP-UP VIDEOS
Additional videos for continued learning on other relevant topics

4 LINKS AND DOCUMENTS
Direct access to your enrollment site, hosted documents and links to websites, portals or intranets

5 YOUR MESSAGING

6 IMAGERY

7 CONTACT INFO

+ ADDITIONAL ONLINE RESOURCES
Other assets and links can also be included, such as forms, surveys, share buttons, chaptered videos and more

Mobile-Device Friendly   **Detailed Reporting Analytics**   **Available On Demand**

Digital postcards provide **maximum reach with around-the-clock access for employees** and their spouses from any device. Their interactive features allow for instant response from HR about the topic being addressed.

The improvement in employee engagement and response rates using digital postcards cannot be overstated. A video that includes a senior executive, animated motion graphics or a friendly spokesperson can have a very positive effect on how employees perceive the benefits plans being offered.

Finally, **video is a proven, practical way to educate employees in an engaging way about unfamiliar HR topics**, confusing medical jargon and benefits plans such as HDHPs, HSAs, FSAs, COBRA, paid time off and voluntary insurance products.

"Based on the strong engagement and response rates we've seen with these communications, it's clear employees are starved for this information. The high levels of interaction with the digital postcard content prove they're a valuable resource for employees."
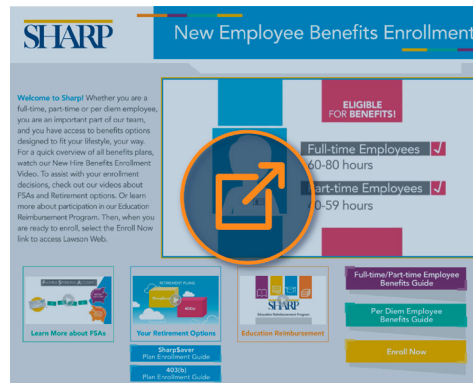
- Benefits Consultant

"Video is worth 1.8 million words"
SOURCE: 2008 Forrester study
How Video Will Take Over the World

DIGITAL POSTCARD EXAMPLES

Benefits Enrollment

New-Hire Onboarding

Employee Training

⊕ **DIGITAL POSTCARD GALLERY**

CAMPAIGN OBJECTIVES

▶ **Educate employees about HR intiatives**

▶ **Kick off annual benefits enrollment**

▶ **Welcome and educate new hires**

▶ **Provide online training modules for key managers and staff**

▶ **Announce new corporate initiatives**

FLIMP▶
COMMUNICATIONS

This report further concludes that the most effective employer-to-employee communications are measured by higher engagement, actions taken and the consistency of year-round dialogue to inform and educate, which, in turn, results in stronger employee relationships, higher retention rates and improved performance.

ADVANTAGES FOR HR AND CORPORATE COMMUNICATIONS TEAMS

- Increase employee engagement, satisfaction and productivity
- Drive response on time-sensitive benefits, health, financial and wellness decisions
- Provide affordable, easy-to-implement digital-communications solution that makes it easier to reach remote workforces
- Save time, money and reduce dependency on expensive brochures, direct mail and in-person meetings
- Reduce workloads due to fast, easy implementation and fewer questions directed at HR teams
- HR teams no longer have to endure public speaking, traveling around the country

ADVANTAGES FOR EMPLOYEES

- **Easy to understand** – one-stop shop with everything employees need in one place to learn, understand and make decisions

- **Easy to access** – on-demand resource viewable on any device, including mobile, to share with family and other decision makers

- **Easy to respond and make informed decisions** – digital postcards provide educational videos, links to brochures, guides and instructions, direct access to enrollment portals and other resources

"Research shows that the benefits of communication extend beyond HR into other areas of the business including improved retention, engagement and performance.

- **94%** of individuals said they would **be better at their jobs** with better communication

- **78%** of companies with a communication strategy were able to **improve their employee experience**

- Companies with a communication strategy are **4x** more likely to have **engaged employees** and **3x** more likely to **improve quality of hire**"

SOURCE: Employee Communication: Driving Experience, Culture and Business Results Aptitude Research Partners

▶ CONCLUSION

One can conclude that, given the very **high level of employee engagement and response** measured across the campaigns, **digital postcard communications are extremely effective** for benefits education, open enrollment, new-hire onboarding, health and wellness initiatives, financial-wellness programs, workforce training and development, and other year-round corporate communications.

Digital postcard communications also **save HR teams time and money** to implement compared to traditional printed, non-interactive communications and costly in-person meetings.

Most importantly, feedback from clients indicated **employees want more on-demand video and multimedia content** and were very pleased with the **interactivity** of digital postcard communications.

▶ ABOUT FLIMP COMMUNICATIONS

Flimp Communications is a leader in **HR, benefits and employee communications** providing **videos, digital communications and decision-support tools** to employers, benefits brokers, insurance carriers and healthcare providers.

With offices in Boston, MA, Vero Beach, FL, Burlington, VT, and Denver, CO, Flimp serves more than 500 global clients, including Fortune 500 companies, SMBs, technology startups, healthcare and financial services companies, universities and nonprofits.

Our award-winning FLIMP® content-communications platform enables users to create, distribute and track interactive video and branded multimedia content without any programming or IT resources for corporate, internal, employee and marketing communications.

FOR MORE INFORMATION, CONTACT US   📞 **1.888.612.3881**   ✉ **SERVICE@FLIMP.NET**   🌐 **FLIMP.NET**