

EMPLOYEE VIDEO COMMUNICATIONS REPORT

Case Study Results from More Than 200 Digital Postcard Communication Campaigns

875,000+
EMPLOYEES

150+
ORGANIZATIONS

200+
CAMPAIGNS



ENGAGEMENT



VIDEO VIEWING



RESPONSE



SUMMARY RESULTS

The “digital video postcard” communications campaign results presented in this report overwhelmingly validate the value and importance of using on-demand video and interactive multimedia content for employee communications and engagement. How employers engage and communicate with employees, particularly in large organizations with a geographically dispersed workforce, is changing radically due to the digital transformation of communications content, distribution, devices and data collection. The use of dynamic, on-demand content such as digital postcards and microsites that track and measure engagement saves HR teams time and money by eliminating the need for costly in-person meetings as well as expensive printed educational materials. This is particularly true for employee benefits, new-hire onboarding and training as you will see from the employer campaign results presented in this report.

Summary of Results from 200 Digital Postcard Employee Communications Campaigns



76% engagement rate

139% video-viewing rate

147% response rate

03:20 time spent with content

AGGREGATE RESULTS FROM 200 DIGITAL POSTCARD CAMPAIGNS

Digital postcards included one or more videos, hosted documents and an average of four buttons/links



875,873 total emails sent to employees



02:31 avg duration of videos

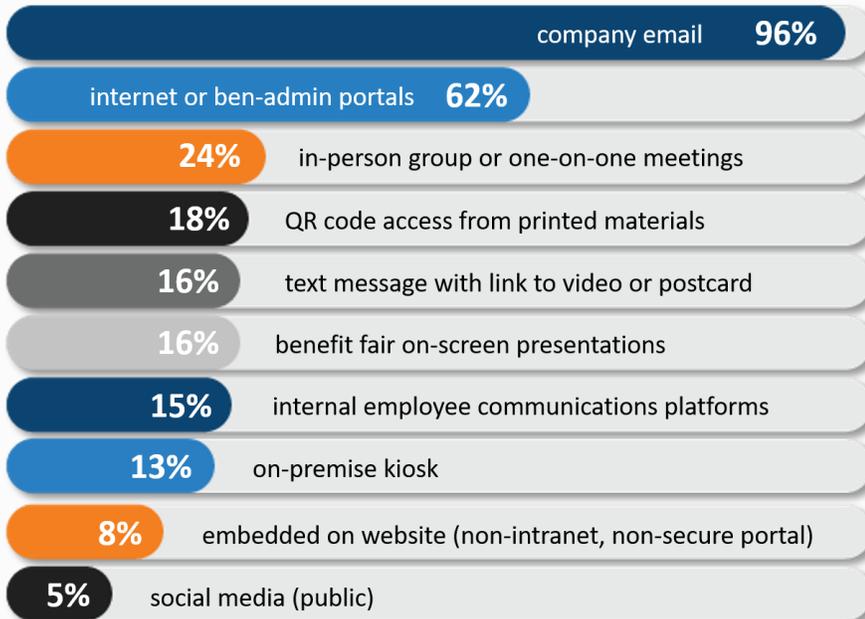
03:20 avg viewing time

Combined Content-Viewing Time
50 months, 20 days, 14 hours,
43 minutes and 47 seconds
or **~37,000 hours**
or **4+ years**

1.5 actions taken

1.4 videos viewed

Distribution Methods



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

Industry Breakdown

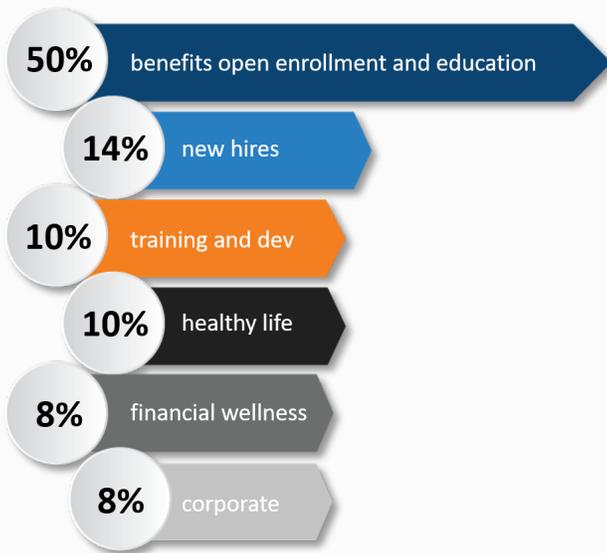
- Aerospace
- Agriculture and agribusiness
- Automotive and auto supplies
- Biosciences and biotechnology
- Construction
- Consumer goods
- Education
- Energy
- Entertainment and recreation
- Financial products and services
- Food, beverage and restaurants
- Government



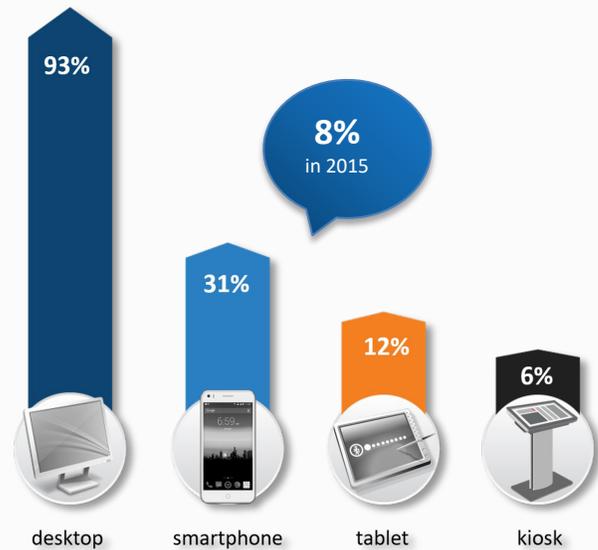
- Healthcare and insurance
- Information technology
- Manufacturing
- Medical devices and supplies
- Non-profits
- Public relations
- Real estate
- Software and technology
- Sports
- Transportation
- Travel and tourism
- Other



Topics Communicated

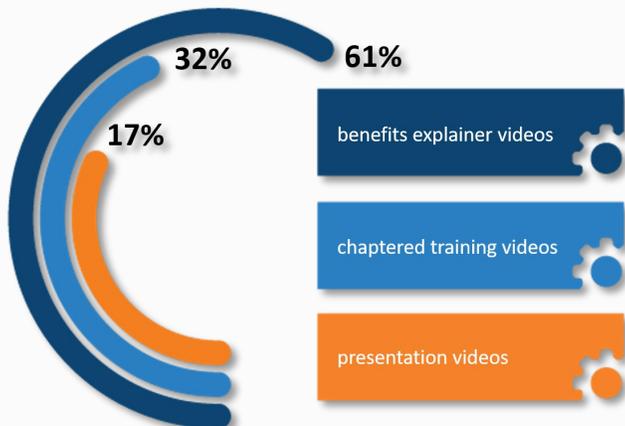


Devices Used to View Content



Embedded Video Content

Digital postcards featured at least one video



Linked Documents and Resources

...and an average of four calls to action

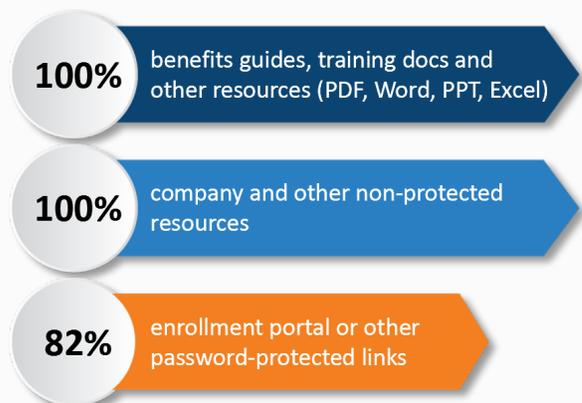


TABLE OF CONTENTS

Employee Video Communications Report

SUMMARY RESULTS	2
Summary of Results from 200 Digital Postcard Employee Communications Campaigns	2
AGGREGATE RESULTS FROM ALL 200 CAMPAIGNS.....	3
Distribution Methods.....	3
Industry Breakdown.....	4
Topics Communicated	4
Devices Used to View Content.....	4
Embedded Video Content.....	4
Linked Documents and Resources	4
INTRODUCTION	6
Highlights	6
USING ONLINE VIDEO FOR EMPLOYEE COMMUNICATIONS	7
COMMUNICATIONS SOLUTION: INTERACTIVE DIGITAL POSTCARDS	7
KEY FINDINGS	8
Benefits for HR and Corporate Communications Teams	9
Benefits for the Workforce	9
EMPLOYEE ENGAGEMENT, VIEWING AND RESPONSE DATA	10
Overview.....	10
Methodology	10
Detailed Analysis.....	10
Response Data	11
Video-Viewing Data	11
CONCLUSIONS	11
ABOUT FLIMP COMMUNICATIONS.....	12
ABOUT THE EMPLOYEE COMMUNICATIONS COUNCIL	12

Employee Video Communications Report

875,000 Employees | 159 Organizations | 200 Campaigns

INTRODUCTION

From January 2016 to March 31, 2017, Flimp Communications worked with more than 250 organizations to communicate with and educate more than one million employees for benefits open enrollment, benefits-decision support, new-hire onboarding, health and wellness initiatives, financial-wellness programs, workforce training and development and other year-round corporate communications topics.

The *Employee Video Communications Report* presents statistical engagement and response data from 200 of these employer-to-employee campaigns, which were distributed 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

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, consistent and easy-to-digest approach for their messaging efforts.

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

- 1** role of HR has expanded to require year-round communications on topics beyond open enrollment
- 2** today's employees expect mobile access to all-inclusive communications they can share with their families
- 3** technology provides solutions that drive employee engagement, response and productivity

These factors have HR pros turning to video and digital solutions to stay ahead of the curve and communicate in ways today's workforces expect and want to receive information. By doing so, these forward-thinking organizations reinforce the value of effective messaging to improve how employees regard their employers. The more positively



workers feel about how their HR teams and organizations communicate to them translates to positive feelings and loyalty, which, unquestionably, leads to higher retention and productivity across the board.

USING ONLINE VIDEO FOR EMPLOYEE COMMUNICATIONS

Employee communications for open enrollment, new-hire and other messaging initiatives have been migrating to the web and, specifically, video at a rapid pace the past few years. The main reasons are:

- lower costs to create and implement digital versus traditional/printed
- more efficient data collection for reporting and compliance
- growing portion of the employee population is web-dependent
- numerous studies prove video works

Getting employees more engaged in benefits education and the decision-making process remains a significant challenge for most employers. However, shifting from the use of static *offline* content to static *online* content does not necessarily affect employee engagement. That's why organizations are increasingly using online video and interactive multimedia to improve engagement and response among employees.

For HR managers and benefits consultants, using video communications offers both exciting opportunities and new implementation challenges including:

- producing dynamic video content affordably
- integrating video into employer email systems
- creating and distributing trackable video and multimedia content
- making sure content renders properly across devices, browsers and operating systems
- having access to software and a support team capable of hosting, executing and tracking successful multimedia campaigns

COMMUNICATIONS SOLUTION: INTERACTIVE DIGITAL POSTCARDS

Digital postcards are interactive landing pages or microsites with built-in viewer tracking and reporting that combine video (or multiple videos) with branding, messaging, images, web links, forms, interactive buttons and more. They enable viewers to engage with a video message and immediately take action or share with family members.



Delivered using a variety of distribution methods, most often by internal email or an integrated email service provider, digital postcards reach employees with a dynamic viewing experience, even on mobile devices. They can also be embedded into enrollment portals, benefits websites, intranet sites, social media and sent by text message. These unique vehicles leverage the advantages of using online video with interactive multimedia combined with comprehensive tracking and reporting.

“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, 2016, Aptitude Research Partners

EVERYTHING AN EMPLOYEE NEEDS IN ONE ENGAGING VIEWING EXPERIENCE AT WORK OR ON THE GO

Logo and Branding

Custom background with your logo, colors and style

Intro Video

Main introductory video announcing enrollment

Pop-Up Videos

Additional videos for continued learning on other relevant topics

Links and Documents

Direct access to your enrollment portal, hosted documents and links to websites or intranets

https://flimp.me/abc_openenrollmentnews

ABC Company

2017 Open Enrollment

ABC Company's Benefits Open Enrollment takes place in [insert month]. This is your opportunity to make changes to your current benefit elections for the 2017 plan year.

For an Overview of your current health plan elections, visit My Benefits on the HR Portal.

During Open Enrollment, you may:

- Enroll or Re-enroll
- Make changes to your benefits
- Add or remove dependents
- Enroll in Health Care and/or Dependent Care Flexible Spending Account(s)
- Elect to make Health Savings Account contributions
- Enroll in a new employee - paid legal program from [insert company]

Learn More with These Educational Videos

Employee Guide | Benefits Presentation | Enroll Here

Questions? Contact Benefits Manager at Benefits.Manager@ABCCompany.com or 888-888-8888.

Your Messaging

Introductory text with enrollment details and other important information

Imagery

Additional stock or internal photos to support your message and culture

Contact Info

Who to contact with questions or for additional information

Additional Online Resources

Other assets and links can also be included, such as forms, surveys, share buttons, chaptered videos and more!

Digital postcards provide maximum reach with around-the-clock access for employees and their spouses from computers, tablets and smartphones. Their interactive features allow for instant questions or feedback to 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 affect on how employees perceive the benefits plans being offered. For initiating open enrollment, a compelling two- to three-minute intro video can be used with a new or updated video every year. Then, to explain details of individual plans, lower-cost video presentations created from PowerPoint slides can help with decision making.

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.

KEY FINDINGS

Results from the 200 digital postcards campaigns analyzed:

- 875,873 employees received digital postcards
- 76% employee engagement rate
- 139% video-viewing rate (1.4 videos viewed)
- 147% response rate (1.5 actions taken)
- 3 minutes and 20 seconds was the average time spent interacting with content, videos, hosted documents and linked buttons on a digital postcard

“Video is worth 1.8 million words”

SOURCE: 2008 Forrester study
How Video Will Take Over the World

“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

Industry research proves and this report supports that employers who align online and offline communication methods, implementation and follow up vastly improve employees' experiences within their organizations, lower the costs and time to engage with and educate employees, and are more effective to get them to act on vital benefit plans and company initiatives.

Video and digital postcards are highly successful methods to communicate with employees and significantly increase employee engagement, interaction and response rates as compared to static print and non-interactive email communications. This is particularly relevant for large employers with a geographically dispersed, modern workforce who increasingly rely on mobile devices to obtain information and act on employer initiatives.

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.

Employers using digital postcard communications consistently resolve key issues for both HR and corporate communication teams, as well as employees.

Benefits 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

Benefits for the Workforce

- 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, 2016, Aptitude Research Partners

EMPLOYEE ENGAGEMENT, VIEWING AND RESPONSE DATA

Overview

This report provides employee engagement and response data from employer communications campaigns conducted from January 2016 through March 2017 that utilized Flimp video and digital postcards for benefits open enrollment, benefits-decision support, new-hire onboarding, health and wellness initiatives, financial-wellness programs, workforce training and development, and other year-round corporate communications topics.

Digital postcards were custom designed using a company's logo, colors and branding guidelines and incorporated a variety of interactive buttons linked to hosted content and online resources.

The main objectives of these campaigns were to:

- offer engaging communications with on-demand mobile access
- kick off annual benefits enrollment
- welcome and educate new hires
- provide training modules for key managers and staff
- announce new company initiatives



Methodology

Flimp analyzed engagement and response metrics from 200 unique digital postcard campaigns sent by 159 organizations to 875,873 employees. Data is broken down by video and postcard views and engagement, response actions taken, industry, topics communicated, content distributed, distribution methods used and viewing device.

It's important to note that each campaign had consistently high viewer engagement and response rates, and no single campaign caused the overall data to be skewed in either a positive or negative way.

Detailed Analysis



A total of 875,873 employees from 159 organizations received digital postcards from their employers across 200 communications campaigns conducted in 2016 and the first quarter of 2017. In aggregate, employees opened, viewed and engaged with the postcards' content a total of 665,664 times, registering 926,649 individual video views and 978,114 response actions.

This equates to a 76% average engagement rate, which is calculated as digital postcard views divided by total recipients. The average video-viewing session was an impressive three minutes and 20 seconds, indicating an extremely high level of engagement. Combined viewing time for all 200 campaigns was almost 37,000 hours, which is more than four years.

Worth noting:

- overview videos averaged just over two minutes and long-form videos were often 10+ minutes
- clients often used two or more videos
- more than two buttons/links were often used—in some cases, eight or more

Response Data

There were a total of 978,114 response actions taken by viewers across the 200 campaigns, which equates to 1.5 actions per viewing session or a 147% response rate. An average of four buttons (links and hosted documents) were used per postcard. Some clients used two or more links (sometimes five or more), so it is not unusual for the response rate to exceed 100%. Response actions included logging into online enrollment software, accessing hosted PDFs and other benefits and training materials and third-party links.

Video-Viewing Data

Among employees who opened their digital postcards, there were 926,649 unique views of all videos distributed, which equates to 1.4 videos viewed per postcard. The average duration of all videos used across the 200 campaigns was two minutes and 31 seconds, with 93% of viewers watching on a computer and nearly 31% were accessed from a mobile device, a 23% increase over our 2015 report.

many clients used 2+ links, sometimes 5+, so it is not unusual for the response rate to exceed 100%

nearly 31% were accessed from mobile devices, which is a 23% increase over our 2015 report

CONCLUSIONS

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

Digital 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 video and were very pleased with these digital communications.



ABOUT FLIMP COMMUNICATIONS

Flimp Communications is a leader in HR, benefits and employee communications and provides videos and interactive digital communications solutions to employers, benefits brokers, insurance carriers and healthcare providers. With offices in Boston, MA, and Denver, CO, Flimp serves its 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, please visit flimp.net.

ABOUT THE EMPLOYEE COMMUNICATIONS COUNCIL

The Employee Communications Council is a destination site for HR pros, benefits brokers/consultants and executive management. The ECC site features a blog with articles from numerous writers, each with a unique perspective on employee communications, employee engagement and internal communications. We also curate articles from leading sources around the web, including industry reports, case studies, upcoming trends and innovations, and much more. Our LinkedIn forum is a place for thought-provoking conversations among our community of followers. For more information, please visit employeecommms.org.

Legal Disclaimer: All information provided in this report by Flimp Communications is for informational purposes only and is intended to guide and educate. Any information presented may be updated for accuracy at a future date. The information provided is compiled and summarized using best efforts from data collected by Flimp of past and active communication campaigns executed with its clients. The information does not cover all potential questions and answers nor provide complete details to make an informed decision to work with Flimp in any capacity. For questions and more complete information about any aspect of Flimp products and services or this report, please contact a Flimp representative.