Special Webcast

Maximizing Your Total Rewards Platform

THE CONFERENCE BOARD

PARTNER COMM

August 17, 2022

Today's Discussion

- Understand your current state.

- Define your desired future state.
  - Branding
  - Structure
  - Content
  - Functionality
  - Technology
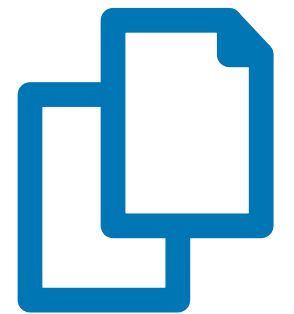
- Maximize the user experience.

Earn Credits

HRCI, SHRM, CPE (NASBA) Click the link in the **CEU Request Widget** to sign up for credit

- ✓ Stay online for the entire webcast

- ✓ Click 'ok' for 3 popups that occur during the program

- ✓ Credit available for participation in live webcast only

SIGN UP FOR AVAILABLE CEU CREDITS

Making the most of the webcast

Ask Questions
(via the Q&A box)

Q&A

Download Resources

Today's Speakers

Andrew Korinek
Chief Innovation Officer
PartnerComm

Elizabeth Friesen
Chief Scientific Officer
PartnerComm

Sharon Brumer
Chief Strategy Officer
PartnerComm

Lisa Hunter
(Moderator)
Program Director, Senior Fellow
and Total Rewards Institute
Leader
The Conference Board

POLL:
How satisfied are you with your current Total Rewards platform?

A) Very satisfied
B) Satisfied
C) Neither satisfied not dissatisfied
D) Dissatisfied
E) Very dissatisfied

POLL:
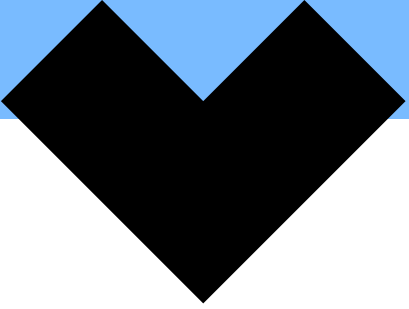How satisfied are you with your current Total Rewards platform?

A) Very satisfied
B) Satisfied
C) Neither satisfied not dissatisfied
D) Dissatisfied
E) Very dissatisfied

THE DIGITAL LANDSCAPE IS COMPLEX

5 REASONS TO CARE ABOUT YOUR DIGITAL EXPERIENCE

1. Americans spend about seven hours a day looking at their screens.

2. Americans check their phone an average of 63 times per day.

3. First impressions are everything and lead to employee appreciation and engagement.

4. 78% of workers now use 6–10 digital tools on average just to communicate.

5. Certain work groups spend 20% of their week looking for internal information or tracking down someone to help.

UNDERSTAND YOUR CURRENT STATE

>>>>>>>>>
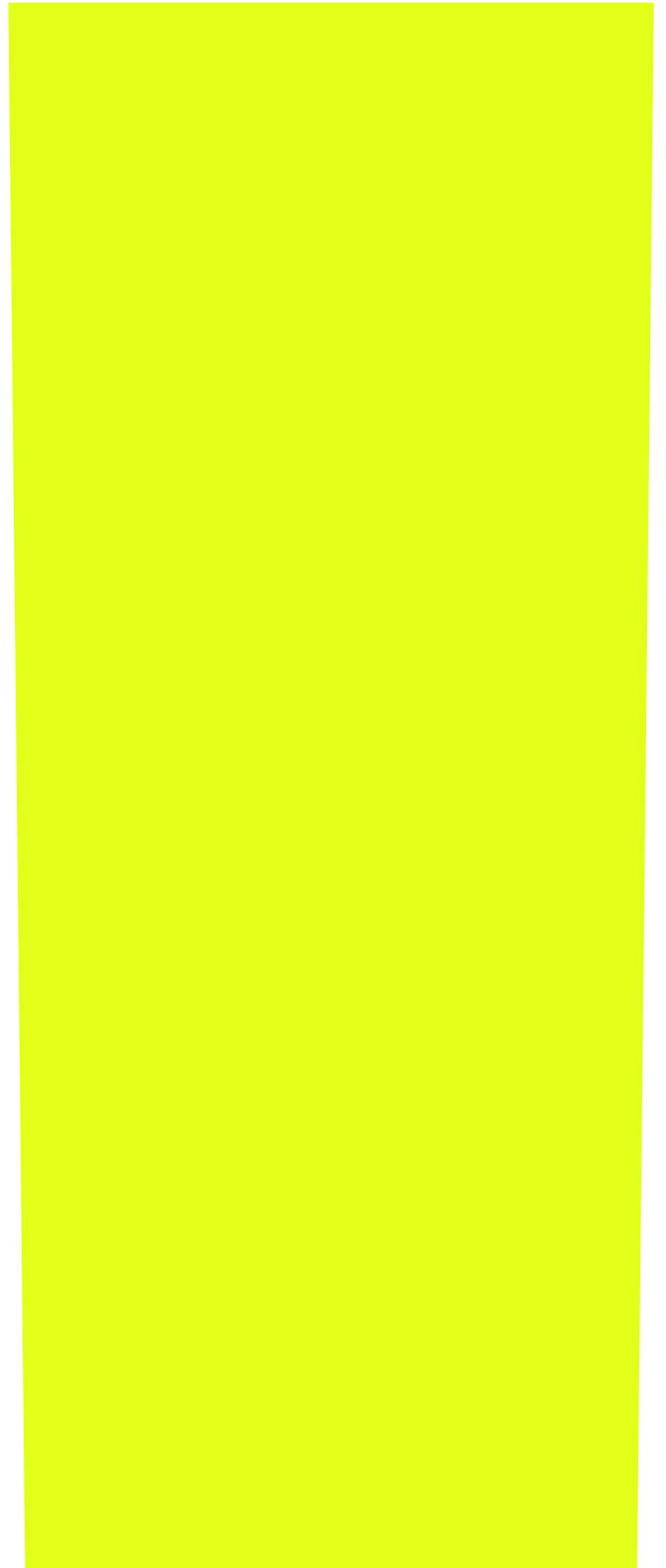
CHALLENGES

WHAT ISN'T WORKING IN YOUR ENVIRONMENT TODAY?

- **BRANDING**
- **STRUCTURE**
- **CONTENT**
- **FUNCTIONALITY**
- **TECHNOLOGY**

AUDIENCES

WHO ARE WE FOCUSING ON?

- What work groups do you have?

- Are your audiences in the field?

- Are they in an office?

- Are they decentralized?

- Is it a combination of the above?

- Do spouses/partners need access?

- How do candidates fit into your strategy?

What
- Sites to focus on
- Experiences may not fit your needs

STEP 1

DETERMINE THE SCOPE

How many digital platforms do your employees need to visit to learn about and engage with their total rewards?

- Is your audit focused on any sites that discuss or contain total rewards information?

- Does it include transactional sites?

- Does it include learning and development?

- Does it include program-specific sites?

What's next?

STEP 2

KNOW THE PURPOSE OF EACH SITE

- **Determine the purpose of each site in your scope.**

- **Is the site:**
  - Informational?
  - Experiential?
  - Transactional?

- **What can users do on each of the sites? Is there repetitive information? Is the content positioned in the same way?**

- **Which audiences can access which sites?**

- **How are the platforms connected?**

- **Is there outdated content that should be removed?**

DISCUSSING PURPOSE

Informational

- Are they just finding answers to their questions?

- Can employees search?

- What related content may be missing?

Experiential

- Is this for a specific event?

- Are you trying to create a feeling?

- Is there competition or gamification?

Transactional

- What actions can a user take on the site?

- Are there related actions they need to go elsewhere?

- What information do they need before taking action?

STEP 3

COMPILE THE FINDINGS

(AKA WHAT THE HECK DOES THIS LOOK LIKE?)

IT'S NOT PRETTY!
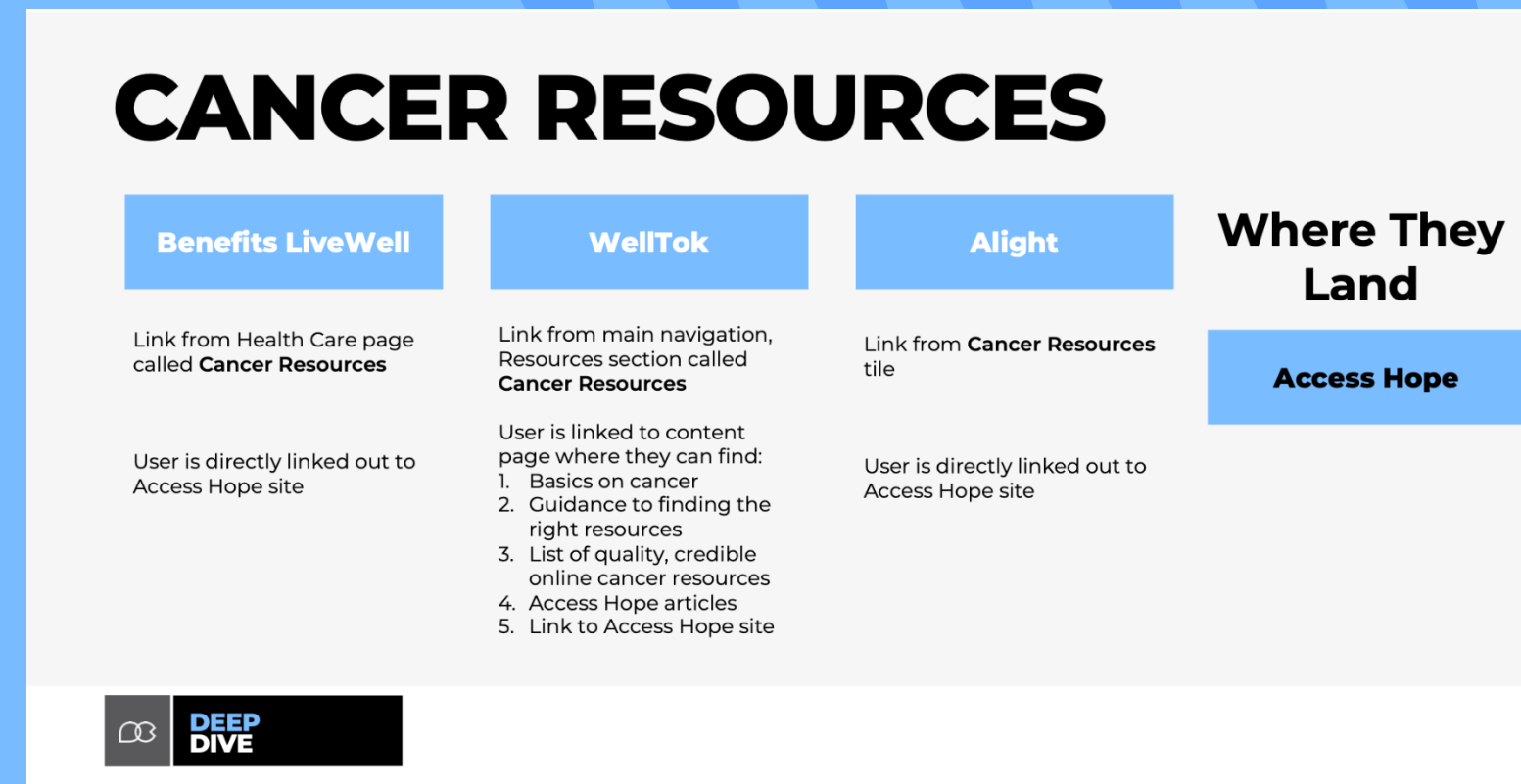
Map out each site and the pages on each of those sites.

Note how you're categorizing the various programs and benefits.

	Site Name	Employee Portal	Benefits LiveWell	Alight Transactional	LiveWell WellTok
		My Pay	Basics	Take Action	Benefits
		Direct Deposit	New Programs	Find a Doctor	Benefits Overview
		Employee Elections	Enroll Online	Manage Beneficiaries	Family and Medical Leave
		Gross Reconciliation Statement	See Who's Eligible	Change your Coverage	Health Plans (View/Change)
		Online W-2 Enrollment	Working Spouse Surcharge	Coverage Details	Health Care Navigation Services
		Pay Stub	Tobacco User Surcharge	Your Coverage	$250 Wellness Incentive
		Employement/Income Verification	Watch Videos	Medical Benefits	External link
		W-2 Online	Health Care	Dental Benefits	Well-Being
		W-4 Witholding	Medical Plan Basics and Costs for Services	Vision Benefits	EAP + Work/Life
		myTotalRewards	Medical Per-Pay-Period Costs	Learn About	Fitness Access and Discounts
		Stock Purchase Program	Medical Options	Employee Basic Life Insurance	Health Coaching & Programs
		My Personal Info	Surgical Center of Excellence	Optional Life Insurance	Health Measures Dashboard
		Change Address	Cancer Resources	Optional Spouse Life Insurance	Health Screenings
		Update Emergency Contact	Prescription Drug Plan Basics and Costs	Child Life Insurance	Local Wellness Info
		Change Name/HR Data	Dental Plan Basics and Costs for Services	Optional AD&D Insurance	Other
		Additional Personal Data	Dental Per-Pay-Period Costs	Short-Term Disability	Contact Info
		Manage Vacation/Sick Time	Vision Plan Basics and Costs for Services	Long-Term Disability	Flyers and Posters
		Submit Vacation/Sick	Vision Per-Pay-Period Costs	Family Changes	Legal Notices
		Exempt Absence Dashboard	Health Accounts	Marriage	Retirement
		Variable Schedule Absence Reporting	HSA Basics	Birth or Adoption	Railroad Retirement Board
		Leaves of Absence	HSA Contributions	Divorce	Retirement Checklist/Guide
		Time Away from Work	Five Reasons to Contribute to your HSA	Death of a Family Member	Vanguard 401(k)
		Holiday Schedule	How the HSA is Like a 401(k) for Health Care	Spouse/Child Gains Other Coverage	Resources
		Apply for FMLA Leave	FSA Basics	Loss of Spouse/Child Coverage	Cancner Resources

DOCUMENT THE EXPERIENCE

- **Describe the user flow across platforms where there is duplicate information.**

- **Ask yourself questions:**
  - **How did the user get to the information?**
  - **Was the content in an intuitive spot?**
  - **Was there anything missing or outdated? (e.g., context about where they were headed, outdated employee code)**
  - **Is there any information that would be helpful before they access the destination?**
  - **How did the design of the page look?**
  - **What would be the ideal user experience?**

CANCER RESOURCES

Benefits LiveWell	WellTok	Alight	Where They Land
Link from Health Care page called **Cancer Resources**	Link from main navigation, Resources section called **Cancer Resources**	Link from **Cancer Resources** tile	**Access Hope**
User is directly linked out to Access Hope site	User is linked to content page where they can find: 1. Basics on cancer 2. Guidance to finding the right resources 3. List of quality, credible online cancer resources 4. Access Hope articles 5. Link to Access Hope site	User is directly linked out to Access Hope site	

DEEP DIVE

ANALYZE THE RESULTS

- Overall, how would you rate your digital experience?

- What are the biggest gaps?

- Are there any audiences that stand out as outliers?

- What requirements does your technology support?

- What is the data telling you?

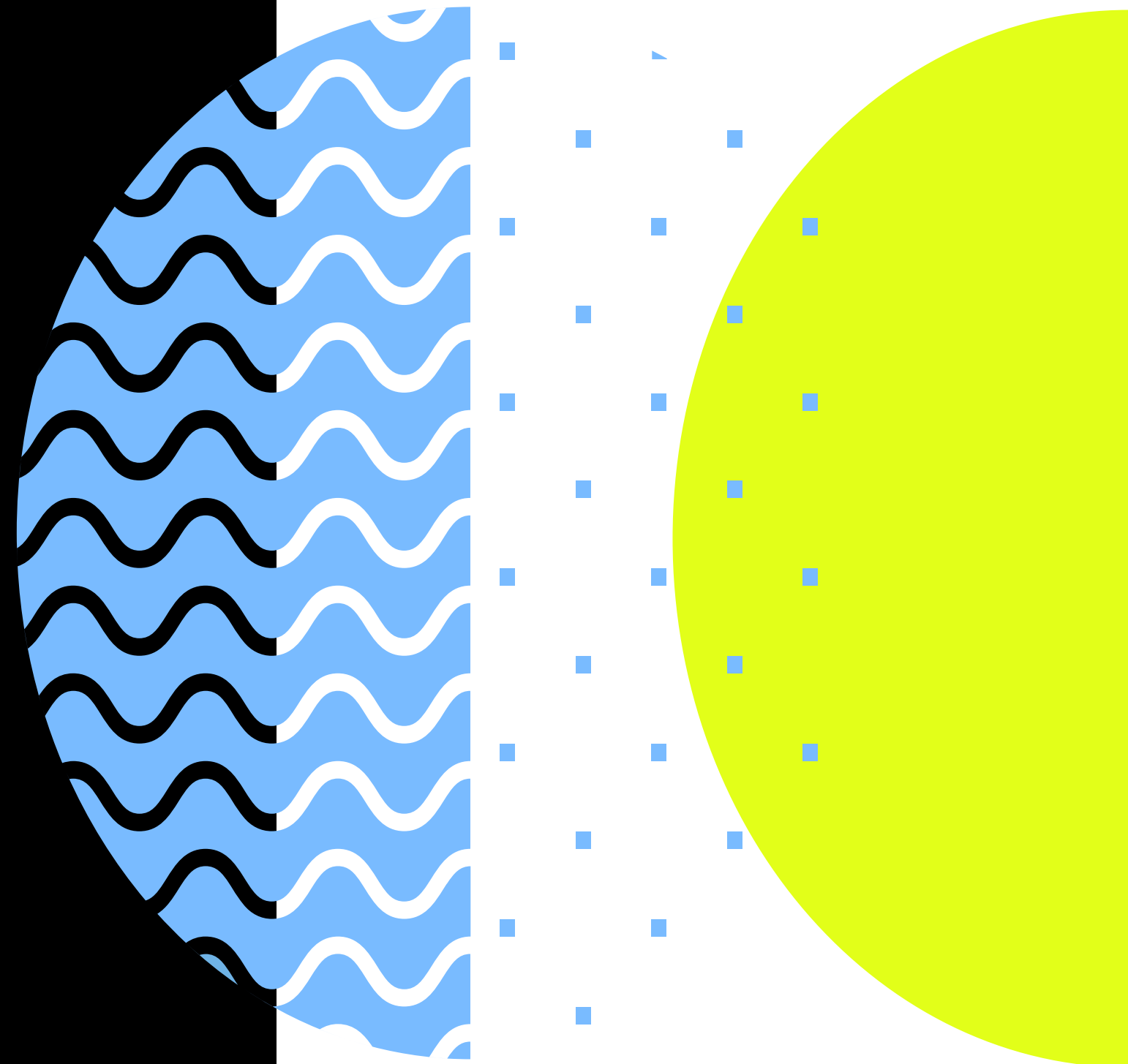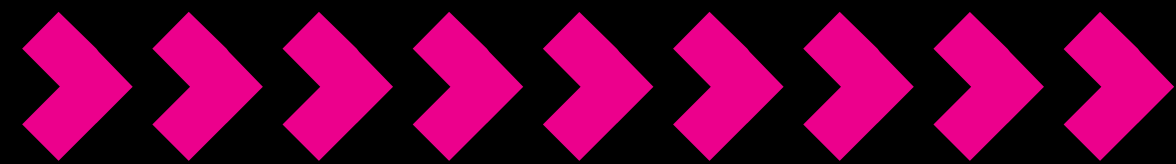- How are people using the site today based on analytics?

STEP 5

IMPLEMENT CHANGES

- Do you need a new platform to achieve your objectives?

- Are you able to adjust your current platforms?

- What content needs to be removed or updated?

DEFINE YOUR FUTURE STATE

>>>>>>>>>

STEP 1

KNOW YOUR PURPOSE

- How does your site fit into your approach to total rewards?
    - Do you need to maximize existing investments or are you able to consolidate and create a one-stop-shop for employees?
    - Are you solving for integration or experience?
- Is your major focus awareness/understanding, perception, and value or utilization of existing benefits?

ASK YOURSELF THESE QUESTIONS

1. What **specific actions** do employees want to take on your site?
   - Find information, learn new information, sign up for a program, watch a video, share information?
2. What **feelings or emotions** do you want employees to have when they complete an action?
   - Welcomed, excited, curious, confident, satisfied, connected, happy?

STEP 2:

CHOOSE TO BUILD OR TO UPDATE

Custom Total Rewards Platform

Off-the-Shelf Total Rewards Platform

Updated Total Rewards Platform

What will be your entry point?

POLL:
Given your current Total Rewards communication
strategy and what you've heard so far today, do you think
you need to…

A) Build a new custom platform
B) Buy an off-the-shelf platform (like ServiceNow)
C) Update your existing platform

POLL:
Given your current Total Rewards communication
strategy and what you've heard so far today, do you think
you need to…

A) Build a new custom platform
B) Buy an off-the-shelf platform (like ServiceNow)
C) Update your existing platform

BRANDING REQUIREMENTS

DETERMINE THE LOOK AND FEEL

Custom Considerations

- How does Total Rewards or Life@ potentially fit into the brand?

- How closely will you align with brand guidelines?

- What feeling do you want to create in the audience?

- What is the photography style?

- Will you include a storytelling approach using real employees?

Updated and Off-the-Shelf Considerations

- Will you use an existing look and feel or do you need a fresh one, which will require a reskinning?

- Where do you have flexibility within the platform to enhance design?

STRUCTURE REQUIREMENTS

DETERMINE THE USER FLOW

USERS

CONTEXT
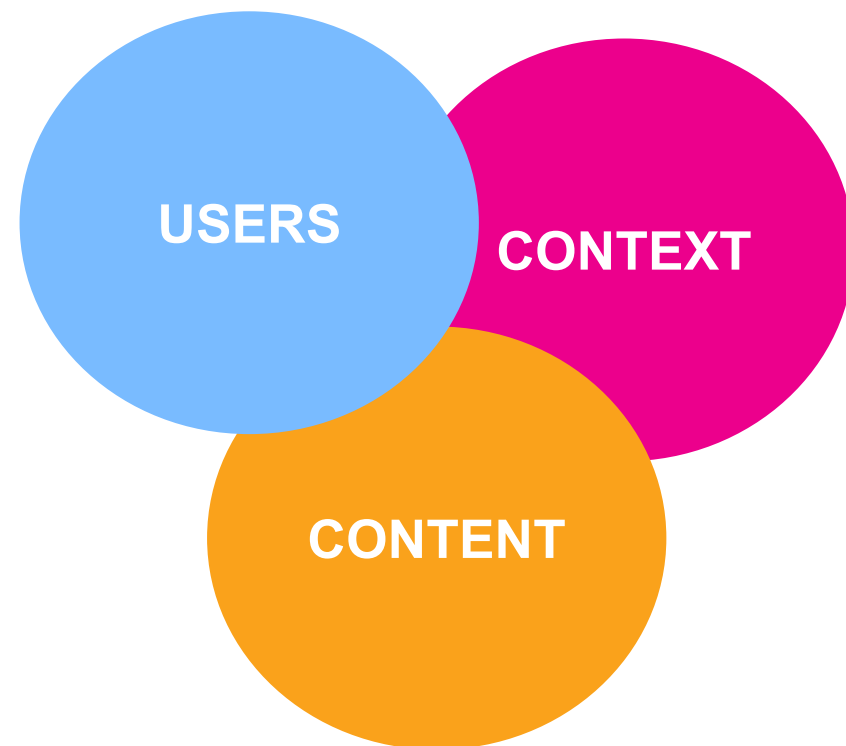
CONTENT

- What is the information architecture?

- How does the navigation work?

- What will be the labels? Are there familiar ways to bucket the content for employees?

- What keywords will support the search tool?

How will your users access the information they need in the moment they need it on your site?

CONTENT REQUIREMENTS

DETERMINE **THE WORDS IN LAYOUT**

- What is the tone and voice of the content?

- What type of content is included (benefits, wellbeing, compensation philosophy, etc.), and what is not included?

- What is the current experience for employees when they want to access information about their total rewards?

- What content areas are "problem areas" that need to be emphasized?
    - Understanding
    - Value
    - Engagement

- What source documents are available to help you outline the content?

- Do you have any call center data that may help inform the content?

We write to layout because we believe design determines how the audience will engage with and understand the content. This means writing first drafts of content in design, so you can experience it just like an employee would.

HOW USERS ENGAGE WITH CONTENT

ACTIVE LEARNING

- Finding information about something
- Learning how to do something
- Getting and sharing ideas
- Exploring an interest
- Completing a task

PASSIVE LEARNING

- Entertainment
- Relaxing
- Killing time
- Passive listening

FUNCTIONALITY REQUIREMENTS

DETERMINE THE ACTIONS

Consider:

- What are the key activities for the audience that must take place on the site? Where/how should these actions take place?

- What elements will help people complete those actions?

- What tools and resources will add value?

Apply it:

- What is the design on the main pages and web pattern library?

- What web pattern elements will be used on each type of page (landing pages, informational pages, personal data pages, etc.)?

- How will you meet user expectations?

- What features will make the site easier to use, and the content easier to digest?

TECHNOLOGY REQUIREMENTS

DETERMINE THE SPECS

- What technical considerations need to be addressed?

- What SSOs will be integrated?

- What will the authentication experience look like?

- Will there be a guest (spouse/dependent) access?

- What pages need versioning or personalized information?

- What does the mobile experience look like?

- What is the specific functionality of all requirements outlined in the Business Requirements Document (BRD)?
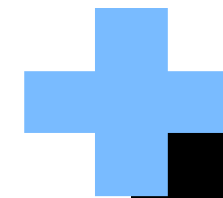
Don't build technology for the sake of building technology. Build technology when it will solve a problem for your employees or meet a business objective.

MAXIMIZING THE USER EXPERIENCE

>>>>>>>>>
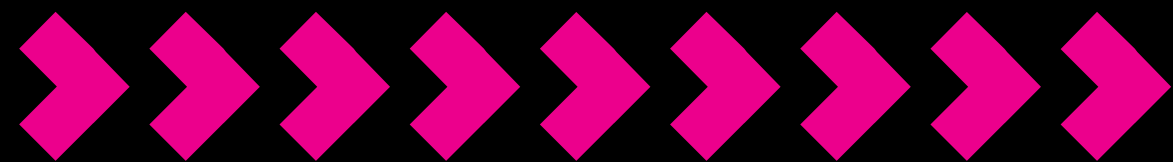
IF PRINT IS CUT FLOWERS, WEBSITES ARE LIVE PLANTS.
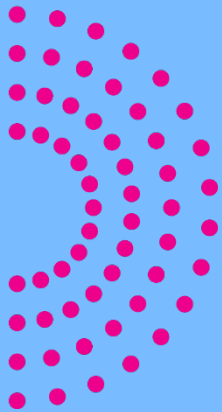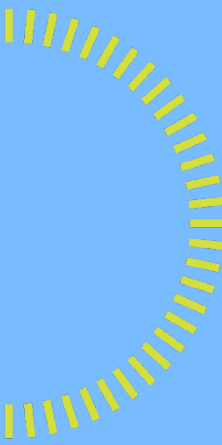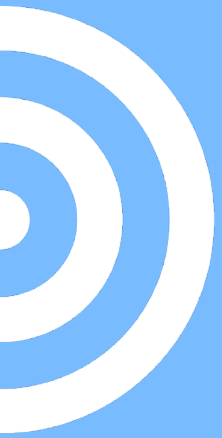
WHAT WEBSITES ALLOW

- ☐ **REFRESH BRANDING**
- ☐ **UPDATE STRUCTURE**
- ☐ **UPDATE/ADD COPY**
- ☐ **UPDATE/ADD FUNCTIONALITY/TECHNOLOGY**
- ☐ **ADD SIGNATURE EXPERIENCES**

Let's imagine we can make any of those changes.

HOW DO YOU KNOW WHICH WILL MAXIMIZE THE USER EXPERIENCE?

WHAT KIND OF DATA ARE WE TALKING ABOUT?

- BUSINESS AND POPULATION TRENDS

- FOCUS GROUPS AND USABILITY TESTING

- CALLS/ESCALATIONS

- USER DATA

WHAT'S THE DEAL WITH USER DATA?

User data tells a rich, detailed story about the comprehensive experience on your site.

USER EXPERIENCE
- In-page clicks and mouse movement
- Scroll depth
- User navigation patterns
- Recordings
- Site speed
- Accessibility
- User feedback/ratings

CONTENT
- Search terms
- Popularity
- Sharing
- Engagement
- Bounces and exits

What are you doing with all this data?

PINPOINTING AREAS OF OPPORTUNITY.

WHAT WILL YOU DO?

REFRESH BRANDING

Examples:

- **Reflect evolving brand guidelines**

- **Offer brand innovation**

- **Re-capture attention**

- **Better ways of displaying content**

Discover

Get the answers you need from the Simplot Benefits Guide and Benefits Presentation. Choose the corresponding plan year.

2021 Benefits Guide

2021 Benefits Presentation

Pinnacle Information Sessions

Annual Enrollment
October 30–November 13

Enroll for 2021 benefits before
9:59 p.m. MT November 13!

Ready to Enroll?

ELIGIBILITY:

You must enroll in benefits within **31 days** inclusive of your date of hire. Most Simplot employees *are* eligible for benefits. If you have questions about whether you are eligible, call **855-270-1549**. If you miss your enrollment deadline, you generally will not be able to enroll

Find it fast...

ANNUAL ENROLLMENT BEGINS OCTOBER 29

Choose the benefits that fit your life and needs for 2022.

Check out medical →

Annual Enrollment is October 29–November 12, 2021

When life happens

New hire
I'm new to Simplot.
→

New Child
I'm growing my family.
→

Relationship changes
I'm getting married or divorced.
→

Mental health support
I'm looking for support.
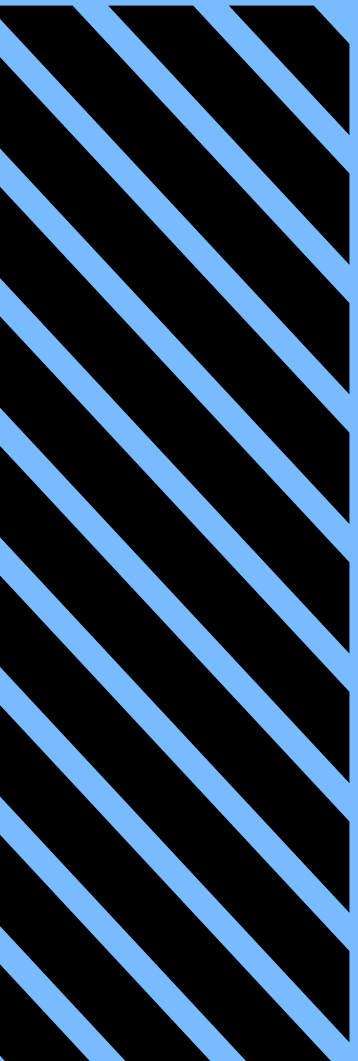
Retirement
I'm thinking about retiring.
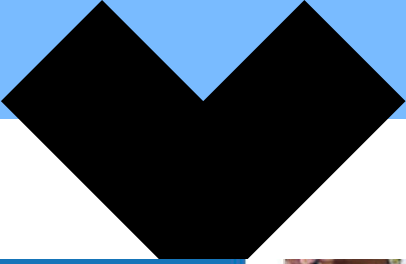
Wellness
I want to learn how to earn rewards.

WHAT WILL YOU DO?

UPDATE STRUCTURE

Examples:

- New navigation items

- New navigation functionality

- Revised navigation labels

- Homepage access to interior content

- Page layout

Changing Coverage

888.216.8573

AETNA ONE ADVOCATE

Aetna One Advocate (A1A) can help you and your family with personalized support when you need help navigating your benefits. This free concierge service is here for you year-round.

Learn More

Call Now

CARE@WORK

WHAT WILL YOU DO?

UPDATE/ADD COPY

Examples:

- Address content gaps

- Address confusion and misconceptions

- Support new initiatives/solutions
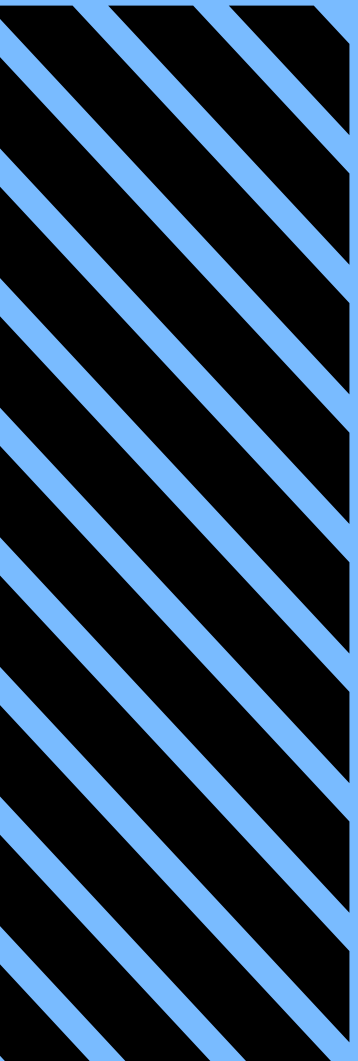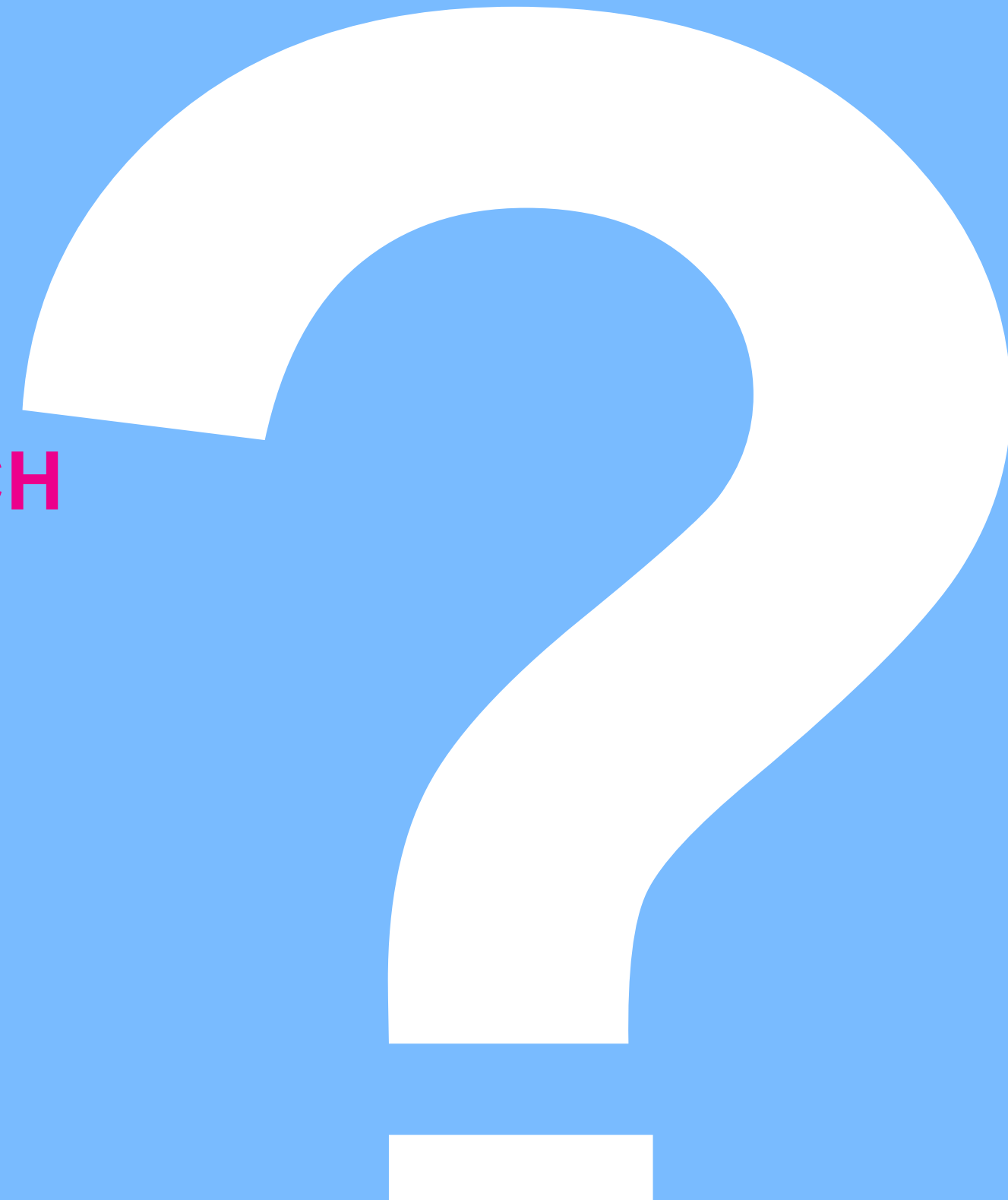
- Tell the value story and humanize total rewards
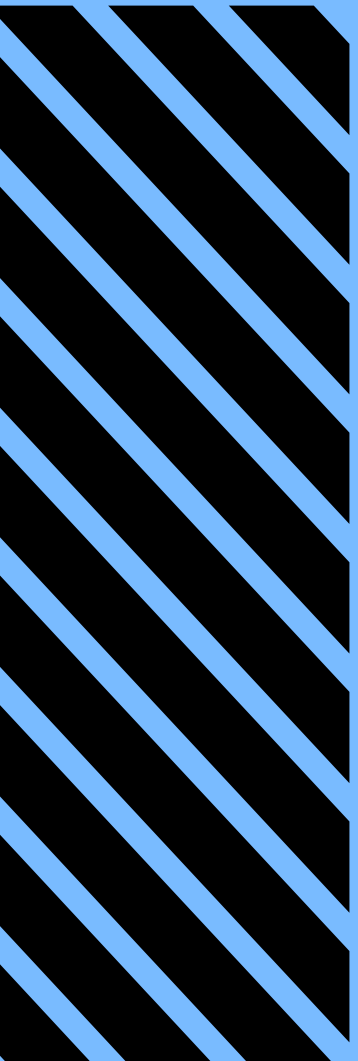
WHAT WILL YOU DO?

UPDTE/ADD FUNCTIONALITY/TECH

Examples:

- **Enhanced or federated search**

- **New tools**
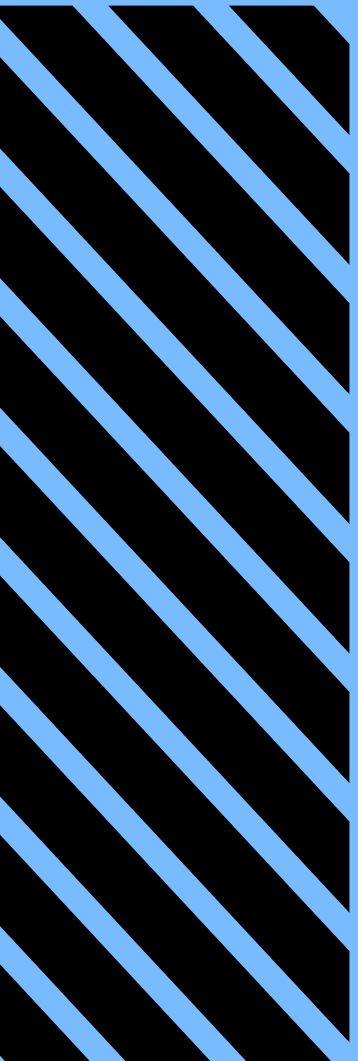
- **New social and engagement features**

partnercomm_-_sharon_msk_webcast.mp4 (720p).mp4

WHAT WILL YOU DO?

ADD SIGNATURE EXPERIENCES

Examples:

- One to three big experiences a year
- Virtual or in-person
- Aligned to your culture and priorities
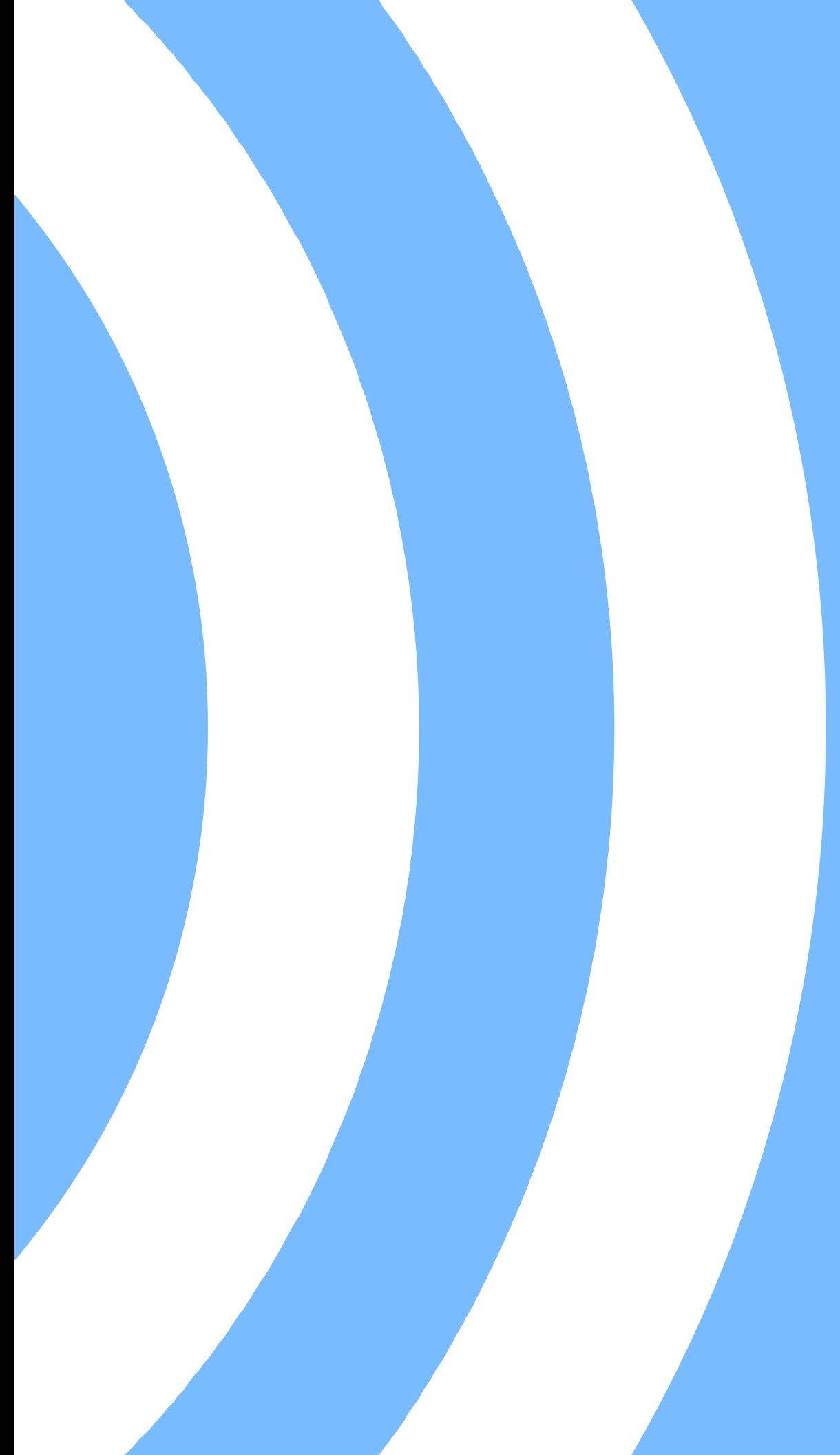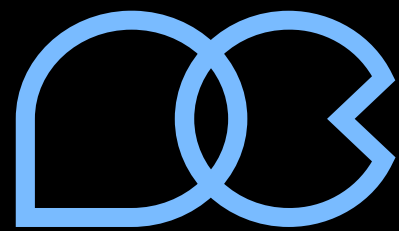- Include competition and incentives

Omnicom_Happiness Campaign Wrap Up Video
(0812.8016)_v3_omnicom logo only .mp4

QUESTIONS?

THANK YOU!

Upcoming Webcast Programming from The Conference Board

- Creating Engaging, Manager-Led Learning Experiences - for Onboarding, Development, and Retention **(September 06, 2022)**

- NDAs: What is the real cost of silencing workers? **(September 07, 2022)**

- Talent Attraction for a Highly Competitive Market **(September 07, 2022)**

View all our upcoming webcast programs at
https://www.conference-board.org/webcasts/upcoming/

*my*TCB™

Sign in to enjoy customized, convenient access to the full range of
Member benefits – the latest research, benchmarking & data tools,
peer networks, and events delivering Trusted Insights for What's Ahead.

Watch this short [video](#) to get started.
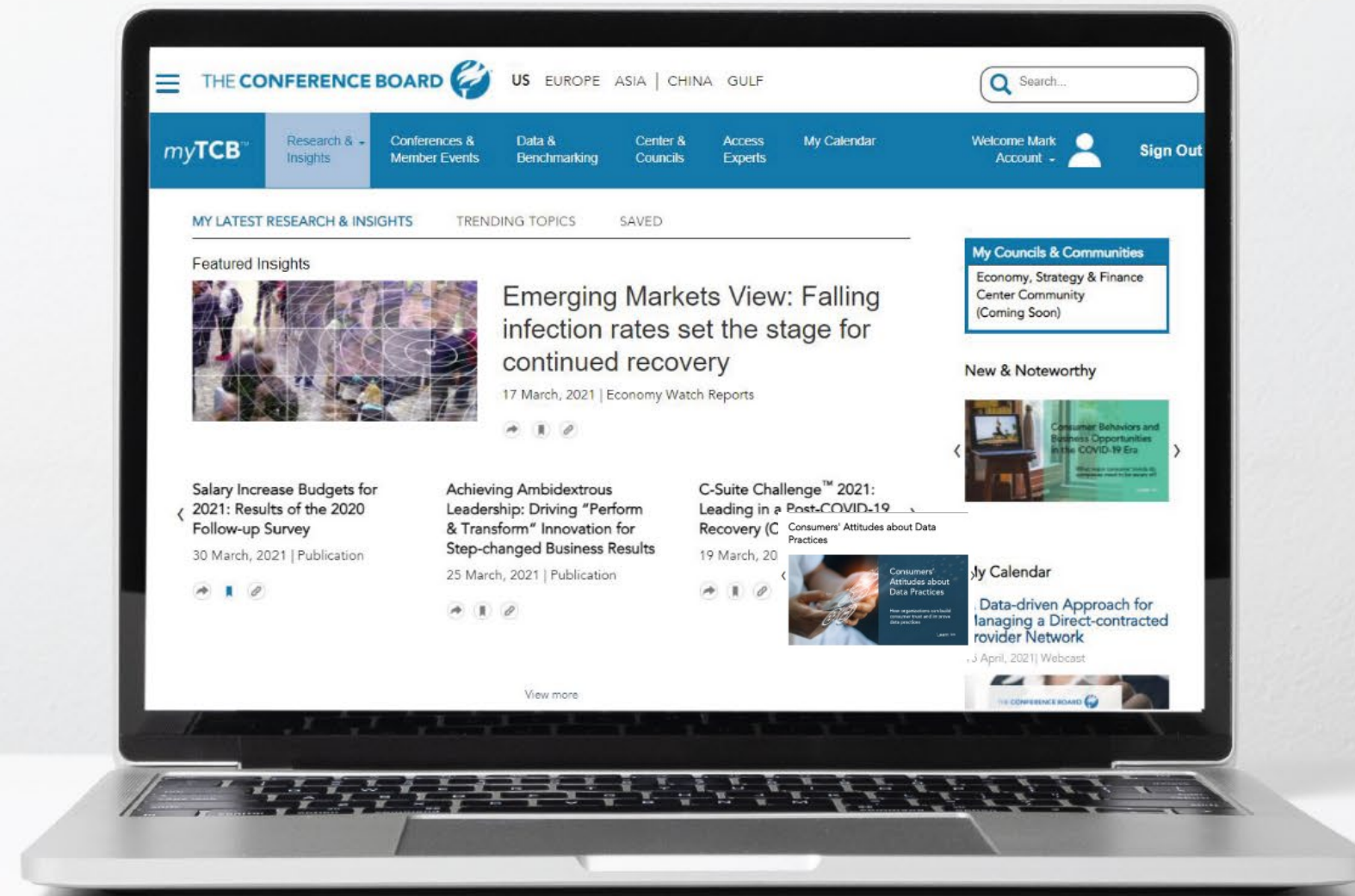
Podcast Series: CEO Perspectives - Insights for What's Ahead™

Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide business executives with data-driven insights to prepare them for what's ahead.

Available on our website at https://www.conference-board.org/podcasts/ceo-perspectives-podcast or on most popular podcasting platforms, including:

Navigating the Economic Storm

YOUR INDISPENSABLE GUIDE THROUGH THE GLOBAL RECESSION