

Member Success Story

Custom Survey on Employee Benefits Communication Preferences

CEB Total Rewards Leadership Council



- Industry: Quick-Serve Food
- 2009 Employees: 16,000
- 2009 Sales: US\$1.11 Billion

“CEB gave us very clear directions on how we could improve communications. Now, we get a lot fewer questions from team members because their understanding of benefits is much better.”

*David Bobbitt
Senior Manager, Benefits*

Client Challenge

Papa John's team members (employees) were not consistently taking action in response to benefits communications (e.g., participating in open enrollment, providing dependent information).

The benefits team sought to learn how team members perceive current communications and to identify opportunities for changing their communications strategy to drive greater team member understanding, responsiveness to requests for action, and benefits appreciation.

Solution

CEB designed and administered a custom survey on benefits communications preferences to a cross section of 800 Papa John's team members.

The survey revealed team members' attitudes toward the company's current communications strategy along with how and when they wanted to receive information on different benefits topics.

CEB synthesized the survey's results into a concise set of specific recommendations—e.g., make information easier to find and more eye-catching—and provided the Papa John's benefits team with a detailed walkthrough of the report.

The benefits team adopted CEB's recommendations to reduce the frequency of their communications and to simplify message content.

Results

- **Team Member Understanding**—The benefits team experienced a 20% drop in the volume of team member questions following each communication.
- **Time Savings**—Fewer team member questions, coupled with a reduction in the number of messages it creates and sends, have resulted in significant time savings for the benefits team.

Contact Us to Learn More

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