

Everything coming together as planned in your merger?
Conceptualeyes** marries media and message so everyone's on the same page... Web or paper.**

The Alliance Companies
 (A joint venture of Shell, Texaco and Saudi Aramco)
Benefits Overview Booklet – Connections

Situation:	Objective:	Strategy:	Results:
<p>A new business enterprise created from three large, existing competitive corporations had to convey not only a new benefits program to more than 10,000 employees — before the plans were finalized and in place — but also a new way of collecting plan information, through an interactive voice response (IVR) system, since local HR/benefit reps were not part of the new organization.</p>	<p>Create a single communication theme and vehicle to be the basis for an ongoing benefits communication process in the new organization. Clearly show the connectivity of each benefit program and HR policy to the employee and the company's goals of providing a benefits program that fits the employee's individual needs.</p>	<p>Clearly identify and link the new culture — employee self-service via an IVR system and parallel Web tool — with this first company-wide communication effort through the creation of a simple and direct program name — Connections. In addition, combine benefits education with education on how to use the IVR system.</p>	<p>In a situation where employees were leaving behind known and solid benefit programs for a new, unknown entity, understanding and acceptance of the Alliance Companies benefits program was greater than expected, thus creating a sense of comfort and trust between employees and management, which was necessary to the venture's success.</p>