

**Benefits communication shouldn't be like a game of telephone. Conceptual**eyes** ensures that your message is clearly delivered and received.**



**WinStar Telecommunications**  
Benefits Overview Brochure – Welcome to WinStar

Situation:	Objective:	Strategy:	Results:
<p>WinStar, a small startup company — growing exponentially — needed to reduce the expense of in-person HR presentations to employees prior to open enrollment as the company acquired other businesses across the United States. In addition, the HR staff was as unclear about plan specifics as their audience — new hires — and distributing misinformation could have been even more costly.</p>	<p>Help the company communicate its competitive and comprehensive benefits program to both HR administrative staff and their customers — new hires. Reduce the need for HR travel and employee reliance on costly face-to-face meeting time with HR representatives, thereby freeing HR staff to deal with the administrative issues of a company acquiring new companies — and new employees — at a rate that doubled the company's size every six months.</p>	<p>Create a simple benefits overview presentation and a single, reliable and timely reference tool for HR staff and employees alike — a benefits overview brochure — both of which could be cost-effectively revised, reproduced and distributed as the company's benefits program changed.</p>	<p>Calls to HR staff regarding benefit questions dropped by 65% and enrollment errors, due to misunderstanding of key plan features, dropped over 90%. HR travel expenses were cut by \$25,000 while the cost of benefits overview brochures ranged between \$5,000 and \$7,500 for each reissue.</p>