

... CASE STUDY

Pivoting to an All-Virtual Employee Engagement Program in Response to COVID

Challenge

In Q1 2020, a leading insurance provider, wanted to engage its employees in their company-wide alignment and engagement program (launched December 2019) and create a culture where 49,000+ employees in 40+ markets embraced collaboration and experimentation to accelerate growth. After kicking off a robust engagement plan, the pandemic occurred, and their cross-functional team quickly pivoted to an innovative digital solution.

Solution

The program was the company's first virtual program of its kind. It featured 90-minute, leader-led, interactive strategy overview sessions; a 90-minute peer-facilitated WebEx session with breakout sessions; and an innovative multi-language challenge where employees were invited to submit ideas, collaborate, and vote on ideas virtually. Other tools included surveys, videos, push learning, polls, reporting, and engagement tools.

Business Impact

Despite the backdrop of a global pandemic, this program was a success, far exceeding previous internal benchmarks. The organization ran 201 virtual sessions within a period of four weeks. 92% of employees completed the full program, and 85% of in-scope participants completed the self-paced learning program, which was 6% higher than a comparable program run in 2017.



Really great sessions—highly interactive and lots of opportunity to participate. I now feel far more empowered to suggest ideas and act on things quickly.

- Program Participant

RESULTS

20,390 active users
in the program

92% of employees **participated**

77% of employees
visited the challenge site

9,959 ideas generated

