

A NEW HOPE:

Effective Communications Drive Employee Engagement and Empowerment

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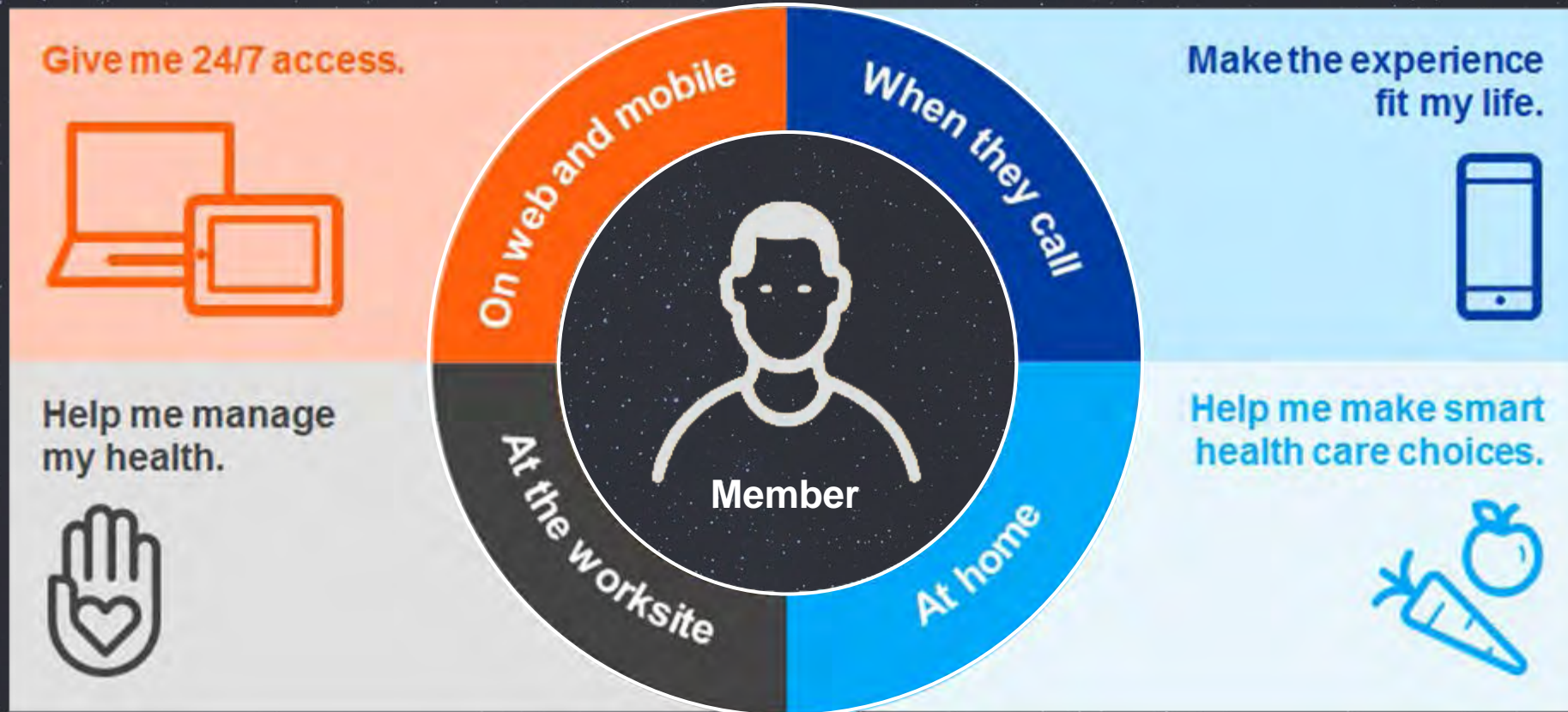


T-Mobile



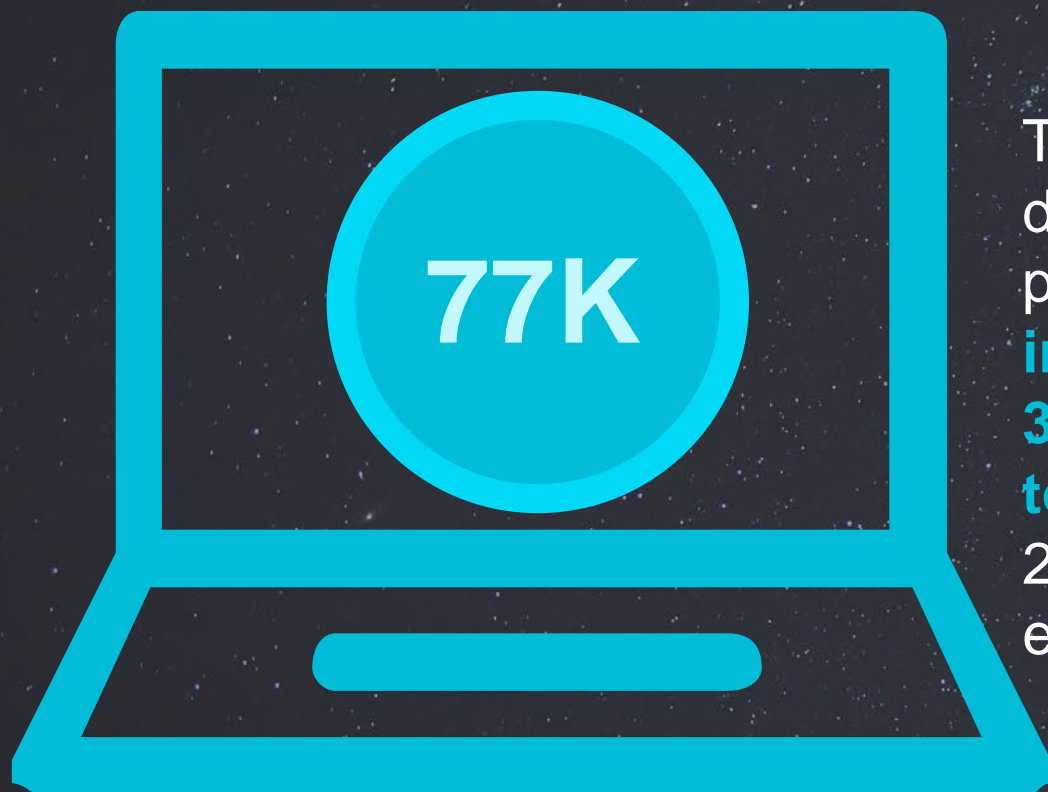
Consumer expectations are increasing

ACTIONABLE KNOWLEDGE



Digital communication on the rise at Target

ELECTRONIC DELIVERY PREFERENCE



Total electronic delivery preferences increased from **38,000** (2015) to **77,600** after 2017 open enrollment.



Have **opted-in** to **Text Consent.**



Case Study: Target You + Health

THE PROGRESSION

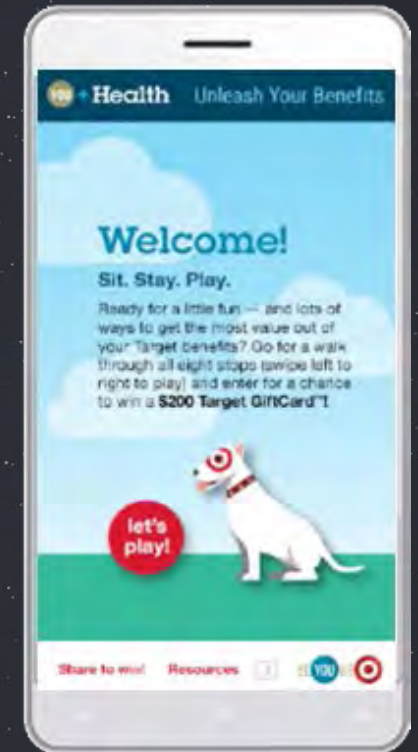
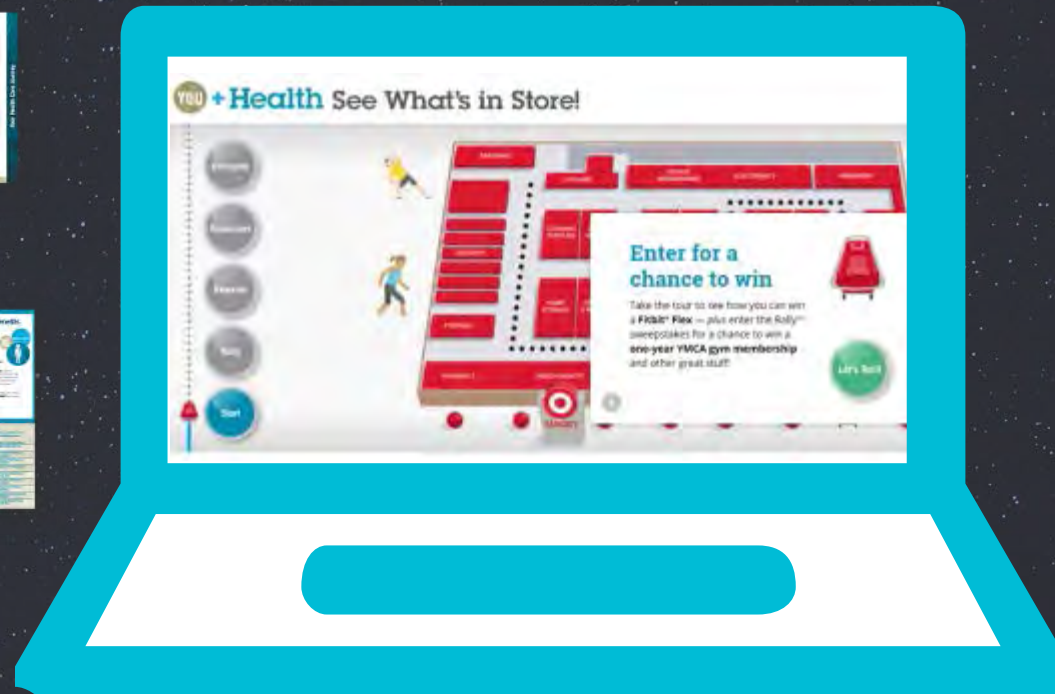
Traditional printed, home mailer campaign



Gamified, microsite experience



Mobile campaign



Target *You + Health*: campaign objectives

PRIMARY OBJECTIVES

- Educate team members and enrolled spouse/domestic partners about the health and financial benefits that are available as a Target team member and family members.
- Increase engagement in clinical and wellness programs.
- Increase inbound calls to UnitedHealthcare Advocates.
- Improve member decision-making.



Campaign strategy – creating a mobile experience

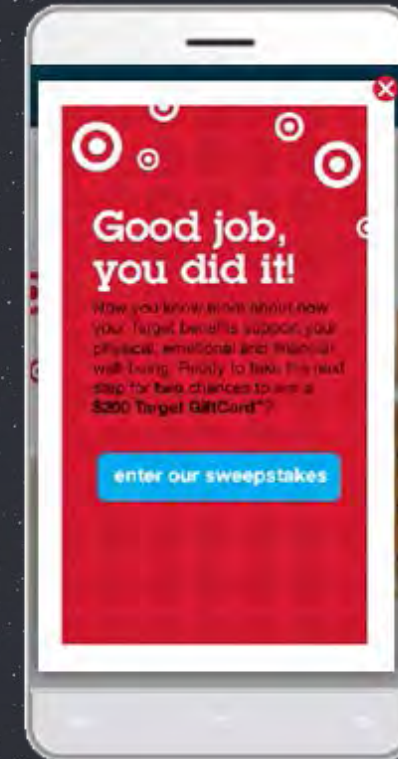
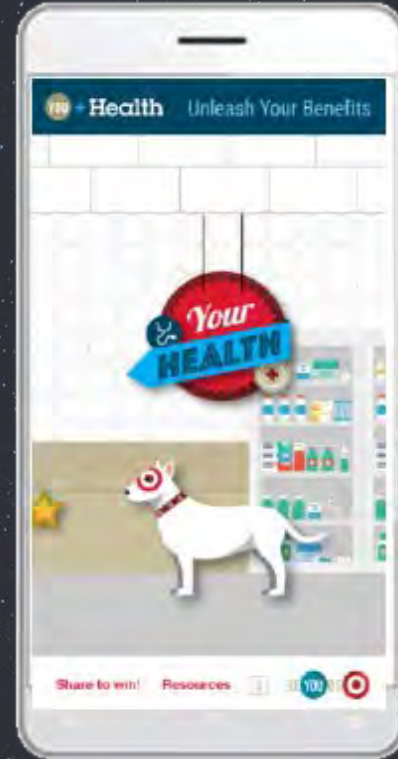
INTERACTIVE, DIGITAL ENGAGEMENT VEHICLE TO REACH A LARGE POPULATION THAT IS ON THE GO

- Designed for a mobile experience.
- Added a fall campaign push, updating the environment from a store to a distribution center.
- Leveraged online, mobile, print and onsite tactics.
- Eliminated home mailers to save on costs.
- Offered special sweepstakes to drive engagement on the microsite and for sharing the site.
- Developed a selfie campaign to engage with team members differently onsite.



The Experience

TEXT "TREAT" TO 313131 TO CHECK IT OUT

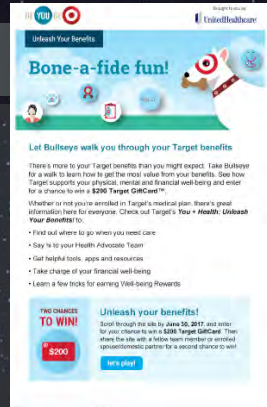


Creative materials

Text messages



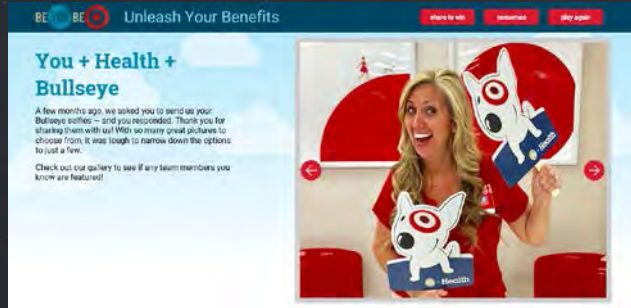
Launch email



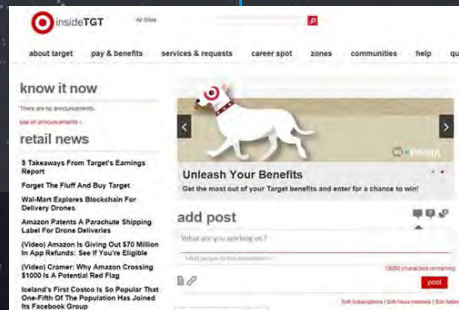
Last-chance email



Selfie campaign



Internal communications



Onsite materials



Results

CAMPAIGN HIGHLIGHTS

Total traffic increase from 2016:
37.5%

Gaps in care closed:
1,163
(13% of gaps identified)

Text code access:
1,236

EAP response:
11,077
9,532 unique

Average time on site:
5:02

Increased inbound calls:*
25%

Increased enrollment:*
30%

Mobile usage increase from 2016:
25%

New Rally registrations:
1,224

Health survey completions:
6,562

Shares increased from 2016:
251%



*Compared to two weeks before the campaign



We are the Un-carrier!

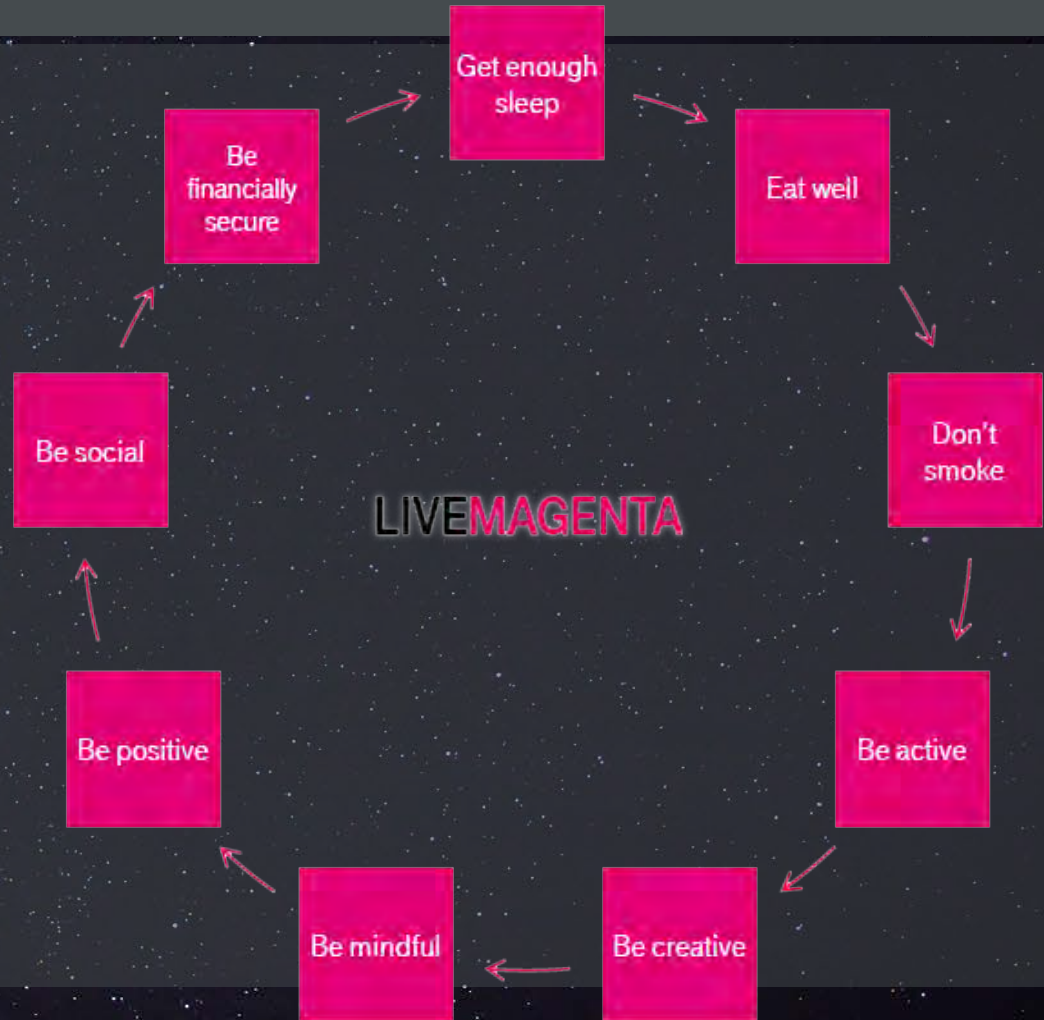


LiveMagenta

BUSINESS OBJECTIVES

- Connect employees in a simple/efficient way to expert resources to help them be their best self and rock it every day!

LiveMagenta is designed to help you and your family reach your **personal**, **professional** and **financial** goals!



LiveMagenta

STRATEGY

- Mobile/Socially driven and fun!
- Fresh content added every month to keep the site relevant
- Monthly cash sweepstakes for employees who share feedback on the site
- Drive engagement through organic adoption and simple sourcing of resources
- Continue to evaluate results to evolve the digital strategy

A graphic advertisement for LiveMagenta.com. At the top, the text 'LIVEMAGENTA.COM' is displayed in a large, bold font, with 'LIVE' in white and 'MAGENTA.COM' in magenta. Below this, a hand holding a smartphone is shown, with the phone screen displaying the LiveMagenta.com mobile app interface. The app screen features a search bar, the 'LIVEMAGENTA' logo, and several colorful tiles representing different services like 'Money Coaching', 'Life Coaching', and 'Health Apps'. To the left of the hand, the text reads: 'Easily available to employees AND families—money coaching, life coaching, health apps, and more.' At the bottom left, there is a white arrow pointing right with the text 'LEARN MORE ON T-NATION'. At the bottom right, the logos for 'metroPCS' and 'T-Mobile' are visible.

LIVEMAGENTA.COM

Easily available to employees AND families—money coaching, life coaching, health apps, and more.

LEARN MORE ON T-NATION

metroPCS

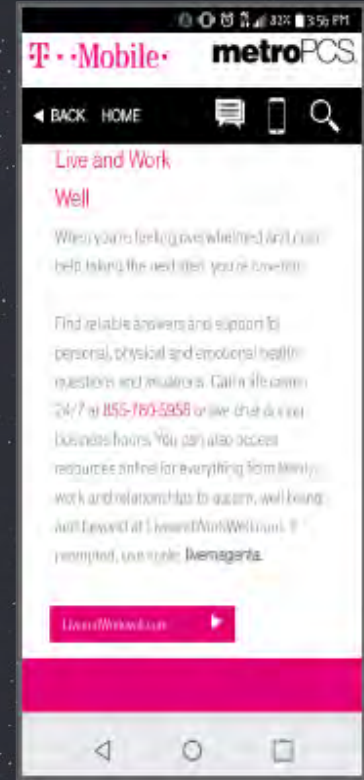
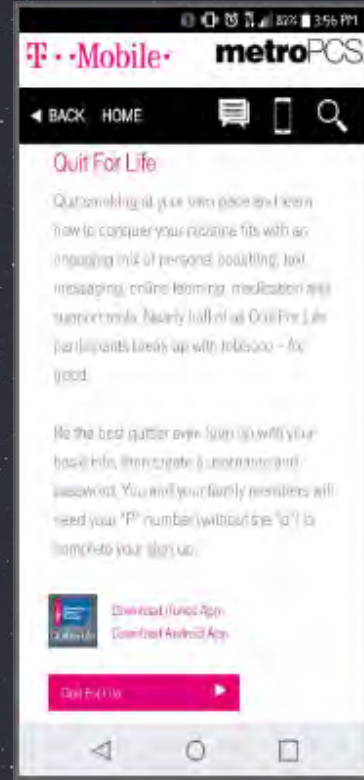
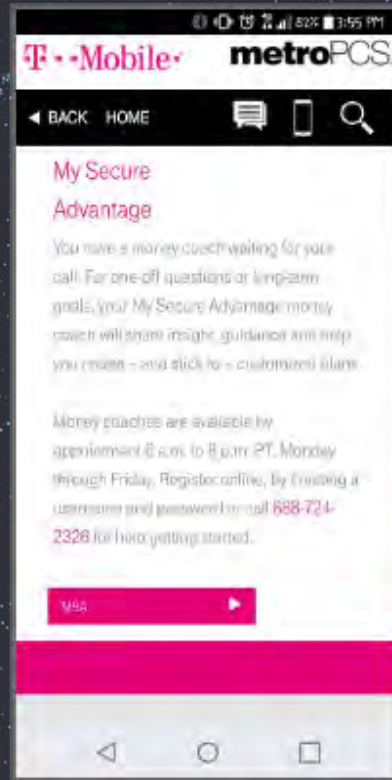
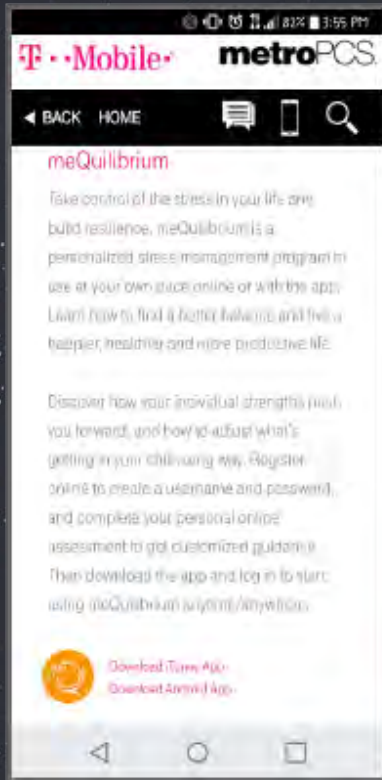
T-Mobile

The Experience



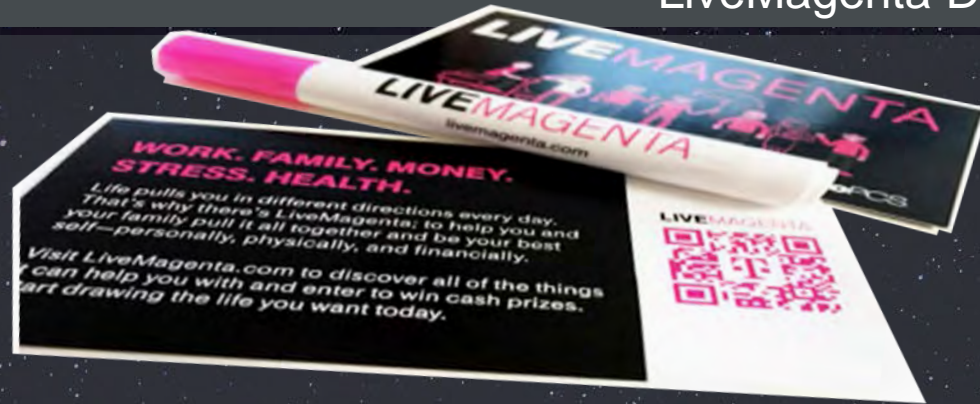
The Experience

FEATURED SERVICES

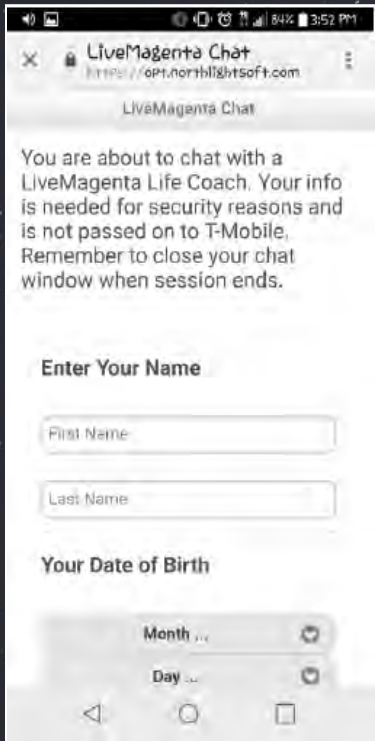


Communication materials

LiveMagenta Desk Drops



Live Chat on LiveMagenta



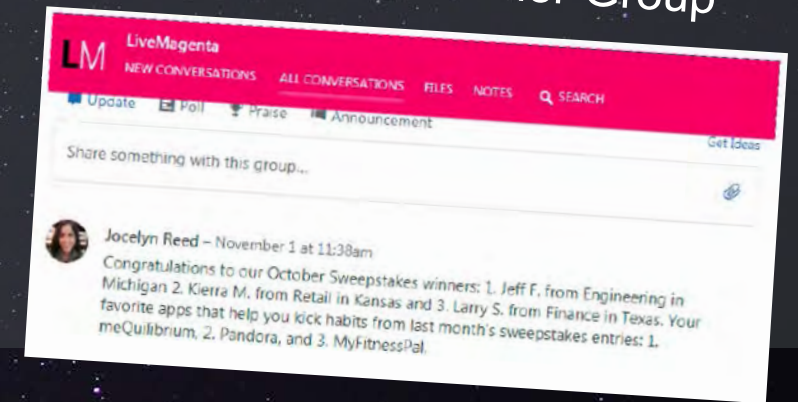
LiveMagenta Launch Video



LiveMagenta Brochure

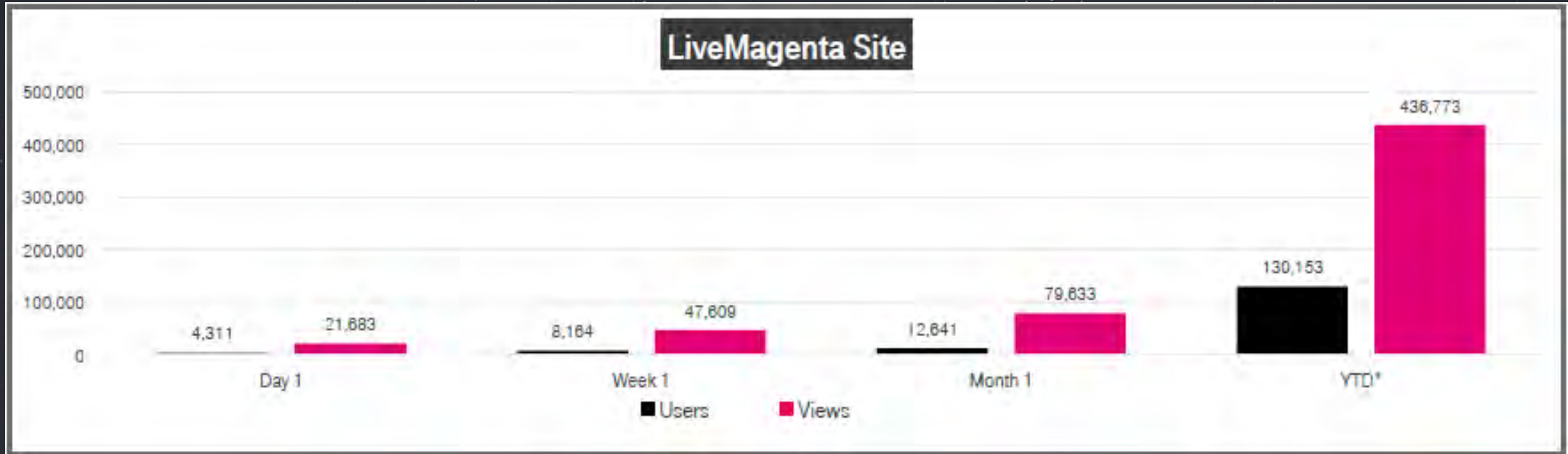


LiveMagenta Yammer Group



Results

LIVE MAGENTA STATS



★ Most popular pages:

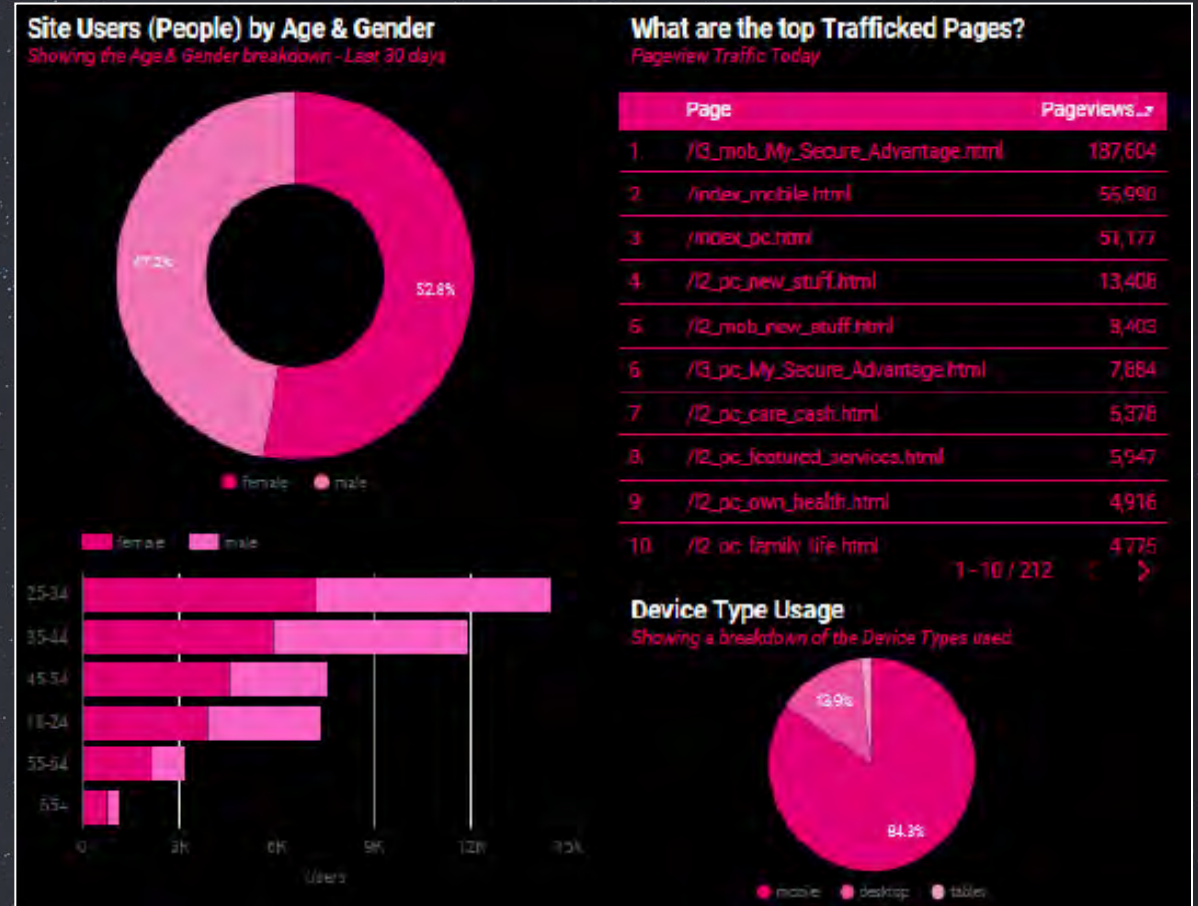
- Money Coaching
- New Stuff
- Care Cash
- Own Your Health

★ Most utilized services:

- Rally (physical fitness)
- Money Coaches
- MeQuilibrium (resiliency/stress)
- Chats w/Life Coach

Results

GOOGLE ANALYTICS



Feedback

“What an amazing resource!
Thanks for implementing this!”
Sr. Emerging Leader Program
Associate, Finance

“LiveMagenta is
definitely something
we can all use to
make life better!”
TEX Account Expert

“This site
seems to
have it ALL!”
Retail Sales
Associate

“This is GREAT!!
Thank You!”
Coach, General Care,
Customer Service

“We have needed
this for a very long
time! LOVE IT!!”
HR Business
Partner, TN

“The greatest
learning I had when
reviewing the site
was the feeling that I
am not alone.....”
Customer Care Rep,
Mission, TX

“T-Mobile continues
to amaze me!”
Principal Engineer,
Technology