



Case Study

Manufacturing



Program Performance

(as of 12/01/08)

Launch Date - June 2004
Months in Service - 53
Orders Taken - 17,316
Ordered Revenue - \$24.3M
Annual Penetration - 5.6%
Repeat Buyers - 44.73%

Client Profile

This 70 year old company is the second-largest in its category in the Fortune 500 and the largest in the world in its specialty. They are a recognized market leader throughout the United States and more than 80 countries.

Reasons for Offering the Program

Retention - client desires to reduce overall annual turnover and as a result has instituted an HR strategy for which employees must hit tenure milestones to qualify for voluntary benefits that otherwise wouldn't be available.

Work-Life Enrichment - client has committed to offering voluntary benefits that can improve the quality of life for their employees. They believe that this program, in combination with other benefits, will improve the lives of employees and their families. And by offering a no credit check program such as this, they know a large number of employees will be able to access technology for the first time.

Employee Self-Service - client utilizes a web based benefit architecture and they believe helping to put computers into the hands of their employees is paramount to automating the delivery of benefits.

Marketing Plan

This account utilizes a variety of marketing channels to communicate the program. The anchor is 3 home mail campaigns conducted annually (spring season, back-to-school, and holiday). The program also has a presence on the company's corporate benefit intranet and in break rooms via informational posters. Periodically, an article related to the program is included in the company magazine. And lastly, an essay contest is held every spring promoting the program and the importance of higher education.

Testimonials

"Purchasing Power's Computer Purchase Program has been a widely popular voluntary benefit. The implementation process was simple and the on-going administration is virtually seamless given the state-of-the-art technology interfaces. Not only is this a benefit that the whole family can take advantage of, but the improved computer literacy of employees directly supports a number of corporate initiatives."

- Program Manager

"I'm very thankful to my employer for offering such a great benefit. Now my kids can compete in the classroom and I can finally get on the information highway."
- J. Doe, Satisfied Employee and Customer