#### · · · CASE STUDY

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

# Challenge

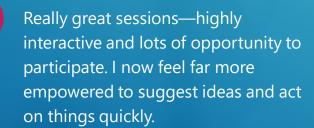
In Q1 2020, a leading insurance provider, wanted to engage its employees in their company-wide alignment and engagement program (launched December 2019) and create a culture where 49,000+ employees in 40+ markets embraced collaboration and experimentation to accelerate growth. After kicking off a robust 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 multilanguage 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.



- 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

