



CASE STUDY

Streamlining Employee Benefits Communication – FedEx Pilot Benefits Administration Gets a Boost From bswift’s Comprehensive HR Communication Solution

CLIENT INDUSTRY

Transportation & Logistics



ABOUT THE CLIENT

- Fortune 500 company
- 5,000+ employees
- Valued bswift client since 2020

bswift Communications Services Provided

- Ask Emma™ AI chat
- Branded microsite
- Email series
- Text message campaign
- bswift app
- Videos
- And more

Challenges

- Complex benefits administration system with multiple vendors and disparate systems
- Difficult to communicate effectively with highly mobile workforce
- Complex enrollment drove high call center traffic

The Unique Background and Barriers

FedEx Pilot Benefits Administration (PBA) manages pilot benefits for FedEx Express, one of the world’s largest shipping and logistics companies. They employ a vast international workforce of pilots. The company’s previous benefits administrator handled pilot benefits communication for PBA. However, this arrangement presented challenges, especially given the mobile nature of pilots, as their communication strategy focused on delivering benefits information primarily via printed materials.

Overcoming Complex Communication Challenges

In addition to a mobile workforce of pilots, the company had a complex benefits administration system, with multiple vendors and disparate systems that further complicated effective employee communication. With thousands of pilots spread across the globe, the company needed a centralized benefits platform to simplify the enrollment process and provide pilots with better visibility into their benefit options.

FedEx PBA also faced significant challenges around communication and pilot engagement. Their original enrollment materials were disorganized and written in a difficult-to-understand manner, leading to confusion and an increase in queries to the call center. Additionally, with a mobile workforce, it was challenging to distribute updated materials effectively. Finally, the lack of a clear communications plan complicated the ability for PBA to ensure that pilots had the necessary information to make timely and informed decisions about their benefits.

Solution

- FedEx PBA turned to the bswift Communication Agency for improved employee benefits communication
- bswift Communication Agency worked within FedEx’s brand guidelines and suggested a multichannel digital-first communications approach
- Tagline “Your world, your benefits” was chosen to reflect the mobile nature of the pilots’ work
- A comprehensive solution simplified workforce benefits communication



ENROLLMENT
INCREASED
APPROXIMATELY

12%

A Digital-First Employee Benefits Communication Solution

To address these communication challenges, FedEx PBA turned to the bswift Communication Agency. Initially, FedEx selected bswift as its new benefits administrator because of the platform’s ease-of-use in eligibility-related tasks. However, the FedEx PBA team was happy to learn that bswift could also effectively manage their complex communication needs. Working with one vendor for benefits administration and communications made it much easier for the FedEx PBA team to manage.

The bswift Communication Agency worked within FedEx’s brand guidelines and functioned as an embedded marketing agency, brainstorming and testing various new taglines and design styles. The bswift Communication Agency ultimately developed the tagline “Your world, your benefits,” which spoke to the mobile nature of FedEx’s workforce.

Knowing that the pilots were frequently on the move, the bswift Communication Agency developed a multichannel digital-first communications approach. By eliminating the need for printing and distributing materials, FedEx PBA reduced costs and ensured that their workforce always had access to the most current information they needed to make educated decisions about their benefits wherever they were.

“ bswift laid out a plan from start to finish of what our communications could look like if we went with them. What we saw was a plan that we couldn’t do in-house ourselves and that our previous vendor did not provide. ”



Results

- Significant improvements in employee satisfaction and engagement with the enrollment process
- Annual enrollment email open rates beat both bswift and marketing industry benchmarks
- Over 600 more employees enrolled compared to the previous year
- Reduced call center traffic
- Eliminated need for printed materials, significantly lowering costs

Implementing an Effective Benefits Communication Solution for a Global Workforce

The bswift Communication Agency’s implementation process began with a plan for annual enrollment communications. It outlined a timeline of how FedEx could communicate with pilots wherever they were, and in ways they never had before. The communication plan was cost-effective and offered advantages above what was possible through in-house communication efforts.

The bswift team was proactive, ensuring all deadlines were met. The implementation process was straightforward, with no issues or missed deadlines.



Reducing Costs and Improving Engagement

Overall, the partnership with bswift has freed FedEx PBA to provide a more accessible, streamlined, and user-friendly benefits communication experience for employees, while reducing costs and improving efficiencies.

Since implementing bswift’s employee benefits communication solution, FedEx PBA has seen significant improvements in employee satisfaction with the enrollment process and communication materials. Over 600 additional pilots enrolled in their benefits, an approximately 12% increase, compared to the previous year. The materials are now conveniently available wherever the pilots are located and are more straightforward. Overall, the pilots have provided feedback that they find the materials more helpful.

Additionally, the bswift communication strategy has reduced call center volume and eliminated the need for printed materials, reducing costs and ensuring that pilots will always have the most current information.

Key Takeaways: bswift Improved Communication, Increased Employee Satisfaction, and Reduced Costs

The bswift Communication Agency’s comprehensive HR communications solution made a significant impact on FedEx’s pilot workforce. Clear, digital-first communication led to a reduction in call center volume and improved employee engagement. Additionally, eliminating print materials has saved FedEx on costs.

Overall, the bswift Communication Agency has streamlined FedEx PBA pilot benefits communications. The partnership between FedEx PBA and the bswift Communication Agency has been productive, professional, and effective, and has allowed FedEx to focus on its core business while leaving benefits administration and communication to bswift.