

**CASE STUDY: Expertise in Action**  
**How Smart Comms Drove Real Results at CarMax**

**CARMAX GOALS**

- Drive increased **benefits program awareness** and self-service with associates
- Increase **associate awareness and autonomy** related to benefits offerings

**SOLUTION: bswift Engagement Agency**

A **multi-channel education campaign** that was focused on delivering information in more **engaging formats** (video and flipbooks) via alternative delivery methods to better support the entire associate population.

**IMPACT: Outcomes That Matter**

- ✓ **29k associates** logged into the bswift site <sup>1</sup>
- ✓ **43% reduction** in enrollment calls, saving associates 20K minutes <sup>2</sup>
- ✓ **Executive acknowledgement** thanking the benefits team at the company town hall
- ✓ **Hermes Creative Gold Award** for excellence in communication



*"I'm thrilled that bswift won the Hermes award for the collaboration on a multi-channel benefits communication strategy for CarMax's Open Enrollment! The quality of the work was excellent, and the data proved how effective the communications were, with 43% fewer calls to the CarMax Benefits Center compared to previous years. We deeply appreciate the passion, expertise, and partnership that contributed to making our Open Enrollment a positive experience for our Associates by helping them better understand our offerings!"*

**– AVP, Benefits, CarMax**



<sup>1</sup> Data obtained from bswift internal resources in 2024

<sup>2</sup> Data obtained from CarMax internal resources in 2024