



Virgin Holidays Guides the Tour to Their Employees' Benefit Statements

Benefit documents individualized with XMPie software fulfill the growing need for bridging paper and online presentation

AT A GLANCE

XMPie Customer

Latcham Direct delivers a flawless employee benefits statements campaign for Virgin Holidays.

The Challenge

How to showcase the investment Virgin Holidays makes in its employees and help them to understand the full value of their employee benefits.

The Solution

XMPie's PersonalEffect - A Customer Communications Management (CCM) System.

Background

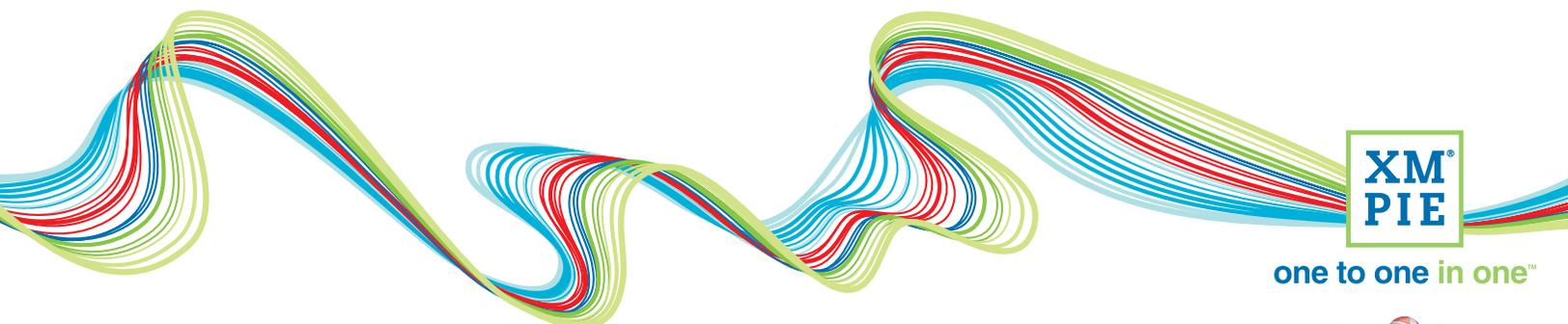
Virgin Holidays, part of Sir Richard Branson's Virgin Group, is one of the largest, most successful UK-based transatlantic tour operators and a market leader in the USA & Caribbean. Founded in 1985, Virgin Holidays offers bespoke travel experiences across the globe.

Virgin Holidays has always prided itself on the comprehensive benefits program it offers to employees. Every year Virgin Holidays offers each employee a detailed picture of total compensation, including a list of benefits for which the employer pays all or part of the cost. By highlighting benefits such as life insurance, vacation time and any other perks offered, these statements help employees see the hidden value of their total compensation package. In the past, they launched an annual direct mail campaign setting out each individuals' benefit entitlement. However this type of campaign was limited in its scope and was a missed opportunity for the company to better connect with their employees.



For the 2014 benefits statement campaign Virgin Holidays sought to revamp their campaign and find a way to showcase the investment it makes in its employees and help them to understand the full value of their employee benefits.

This new campaign needed to adhere to Virgin Holiday's brand guidelines and be designed with security in mind so that there could be no unauthorized access to confidential employee information.



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Case Study: Latcham Direct for Virgin Holidays

Challenge Virgin Holidays turned to Latcham Direct who proposed providing each employee with a fully interactive secure online solution, supported by Direct Mail and Cross Media Channel delivery. Each employee would be able to securely view their personalized Benefit Statement online from any platform (PC, mobile, tablet) via a personalized microsite at any time, in addition to receiving a Direct Mail pack with a visually appealing and easy-to-understand benefits breakdown.

Security was paramount and Latcham Direct were tasked with delivering the campaign using a sophisticated technical solution with secure login protocols to protect sensitive employee information.



Solution Latcham Direct used XMPie's PersonalEffect System to implement a Cross Media campaign offering single-source accountability from concept through delivery enabling Virgin Holidays to highlight the value each employee receives from the company over and above his or her monthly income. PersonalEffect is a server-based system built for higher volume VDP and Integrated cross media communications spanning print, email and Web.

Step 1: Paper Document

Latcham constructed an initial highly personalized, digitally printed paper document which was sent out to all Virgin Holidays employees. On that document, Virgin employees were able to view their Benefits Statements specific to them. The document incorporated data-driven graphs and charts to help the employee easily navigate through the information provided.

Step 2: Microsite

Latcham developed a secure personalized microsite for all Virgin Holidays employees which had full password protected security. This allowed access only to the employees themselves using a personalized login. The site showed each employee their benefits breakdown in a number of ways ranging from a simple listing, to an animated pie chart.

www.virgin-total-rewards.co.uk/absample

Step 3: PIN Mailer

In order to maintain a high level of security, there was no link to the microsite on the initial paper document sent out to the employees. There was only a reference in the content which stated that an additional document would be mailed to that employee 4 days after the main statement was received. The follow up was a letter with an affixed keepsake card that gave the employee a personalized URL (PURL) which directed them to their personal microsite.

The campaign was designed to be easy to understand, match the branding and culture of Virgin Holidays and executed flawlessly so that employees could appreciate the high value that Virgin Holidays places in its employees.



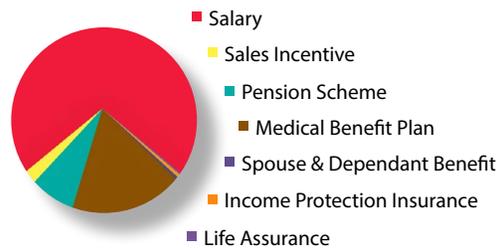
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Results

- This initial proof of concept has been well received by Virgin Holidays' 1,200 employees and Latcham Direct are looking to extend this to other Virgin brands going forward.
- Future financial savings because some employees have opted out of receiving the direct mail package in the future – £10,000 - £12,000 cost reduction.
- The inclusion of charts and graphs on both the paper document and microsite showed Virgin Holidays employees a simpler break down of their benefits making it easier for them to understand.
- Employees could access their benefits statement with confidence at any time on their personalized microsite through all devices as well as accessing it whilst on-the-go.
- The site included email and web links to enable further discussion between the employee and Virgin.
- Since the campaign is driven online, Virgin Holidays are able to check if anyone has not visited their site and send further communications via email.



Critical Success Factors

1. Use dynamic charts to present the data.
2. Secure portal with robust login and user authentication.
3. Address the growing need for presenting employee benefit information online.



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