

HR Brief: Happy Employees Do Exist!

INFORMED EMPLOYEES ARE HAPPY EMPLOYEES!

Sounds simple enough, right? But many employers *still* overlook the best way to keep employees happy – *effective communications*.

A recent survey by a major human capital consulting firm shows that employers who communicate effectively have *significantly higher employee satisfaction* and are more likely to *retain their top talent*.



How can you reap the rewards of successful communications?

Here are a few important tips:

- Develop a clear, well-defined communications strategy
- Obtain full support from senior management
- Be proactive rather than reactive
- Use a variety of media
- Encourage two-way communication
- Solicit input and provide feedback.

A little planning can go a very long way toward achieving your communications objectives and making a positive impact on your bottom line.

WHAT'S IN THE WORKS?

A new, regular feature spotlighting recent XL projects with companies like yours.

The CLIENT:

A global technology firm that recently completed a major redesign of its benefits program.

The OBJECTIVES:

- Help employees appreciate the value of their benefits and compensation package, in light of reduced benefit options and an increase in employee costs.
- Obtain employee feedback on communications effectiveness and the company's total compensation package.

The COMMUNICATIONS SOLUTION:

- A personalized Total Compensation statement, clearly illustrating the value of total compensation, a comparison of employee vs. employer benefit contributions and specific information about all available programs and incentives.
- A brief employee survey focused on communications and total compensation.

The RESULTS:

- After receiving their Total Compensation statement, **62%** of respondents reported a *greater appreciation* for their 2005 total compensation package over the previous year, *even with the reduction in benefit options and increase in employee contributions*.
- **82%** of respondents agreed that the communications materials helped them gain a better understanding of their benefits.

About XL Communications Inc.

XL Communications Inc. is the premier source for Human Resource communications in the Northeast. Since 1985, XL has written, designed and produced world-class communications for every discipline within HR.

Whether a Fortune 100 company or a company with 100 employees, clients regularly look to XL – not only for our superior writing and consulting skills – but also for our intimate understanding of the employees they seek to engage, educate and motivate.

For XL, effective Human Resource communications is not just a value-add or an afterthought. It is our passion. It is the only thing we do. And we do it better than anyone else.

To discover how XL can help you reach your goals, lighten your load and make a positive impact on your bottom line, [click here](#).

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