



Human Resource Communications – *From Recruitment Through Retirement*

feature

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HR News Brief

I. MONTEFIORE SUCCESS STORY:

New Time Management System for 12,000 Employees!

II. XL WELCOMES SIX NEW WORLD-CLASS CLIENTS



Yes, we've been very busy, helping our clients develop innovative, effective ways to engage, educate and motivate their employees.

But now we're back, with a new edition of **Communication ConnXtions**. So please, enjoy and let us know what you think. Your feedback is always appreciated.

I. MONTEFIORE SUCCESS STORY: **New Time Management System for 12,000 Employees!**

Montefiore Medical Center (MMC), one of the largest medical centers in the New York Metropolitan area, recently launched a new, automated time management system to replace an outdated, inefficient manual process. Employees were transitioned to the new system over an 18-month period.

The Challenges:

1. Get buy-in from managers and employees. We wanted everyone using the new system to view it as a useful tool that benefits them as well as the medical center.
2. Tie the rationale for the new system to their "Service Excellence" initiative and HR vision for the future.

The Solution:

A comprehensive communications strategy, integrating informational as well as technical content including:

1. Informational meetings – Representatives of the project team conducted a variety of meetings using PowerPoint Presentations developed by XL to provide managers with information about how to use the new system.
2. Distribution of print communications – XL developed monthly bulletins to provide regular updates on the status of the implementation, as well as next steps. The bulletins also addressed any technical issues that arose and how they were corrected plus testimonials from those employees already using the new system. XL also produced posters to be displayed around MMC to help promote awareness of the system.
3. Training materials and user resources – XL prepared two quick reference guides to supplement "hands on" training. One reference guide for managers provided an overview of the "How To's" for common timekeeping functions and scheduling. The other, for employees, provided guidance on how to use the new system effectively.

The Results:

1. MMC successfully transitioned 4,000 associates onto the new system in the first six months.
 2. MMC received a Best Practices Award for their effective and strategic communications supporting the implementation of the new time management system.
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II. XL WELCOMES SIX NEW WORLD CLASS CLIENTS

It is our great pleasure to welcome the following organizations to our growing list of valued clients:

* **Affinion Group (formerly Trilegiant Corporation)** - A leading affinity direct marketer of value-added membership, insurance and package enhancement programs and services to consumers.

* **Man Group USA Inc.** - A leading global provider of alternative investment products and solutions, as well as one of the world's largest futures brokers.

* **Minerals Technologies Inc.** - A resource and technology based organization that develops and produces performance-enhancing minerals, mineral-based and synthetic mineral products for the paper, steel, polymer, healthcare and other manufacturing industries worldwide.

* **The Stanley Works** - A worldwide manufacturer and marketer of tools, hardware and specialty hardware products for home improvement, consumer, industrial and professional use.

* **Toys "R" Us, Inc.** - One of the world's leading retailers of toys, baby products and children's apparel.

* **Vertrue** - An integrated marketing services company that gives consumers unrivaled opportunities to improve their lives through exclusive access to significant discounts and unique services.

About XL Communications

XL Communications is a strategic HR communications firm headquartered in Wilton CT. Since 1985, we've been helping our clients maximize their investment in their employees through engaging, effective and cost-efficient communications strategies. For over 20 years, leading employers continue to look to XL to help them successfully align their employees with their corporate objectives.

To discover how XL can help you engage, educate and motivate your employees and enhance your bottom line, visit www.xlcommunications.com or call 203.761.8841.

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