

## ... CASE STUDY

# Pivoting to an All-Virtual Employee Engagement Program in Response to COVID

## Challenge

In Q1 2020, a leading insurance provider, wanted to engage its employees in their company-wide alignment and engagement program (launched December 2019) and create a culture where 49,000+ employees in 40+ markets embraced collaboration and experimentation to accelerate growth. After kicking off a robust engagement plan, the pandemic occurred, and their cross-functional team quickly pivoted to an innovative digital solution.

## Solution

The program was the company's first virtual program of its kind. It featured 90-minute, leader-led, interactive strategy overview sessions; a 90-minute peer-facilitated WebEx session with breakout sessions; and an innovative multi-language challenge where employees were invited to submit ideas, collaborate, and vote on ideas virtually. Other tools included surveys, videos, push learning, polls, reporting, and engagement tools.

## Business Impact

Despite the backdrop of a global pandemic, this program was a success, far exceeding previous internal benchmarks. The organization ran 201 virtual sessions within a period of four weeks. 92% of employees completed the full program, and 85% of in-scope participants completed the self-paced learning program, which was 6% higher than a comparable program run in 2017.



Really great sessions—highly interactive and lots of opportunity to participate. I now feel far more empowered to suggest ideas and act on things quickly.

- Program Participant

## RESULTS

**20,390 active users**  
in the program

**92%** of employees **participated**

**77%** of employees  
**visited the challenge site**

**9,959 ideas** generated

