

Jam-packed Employee Welcome Kit Cuts New Hire Turnover by 50% for EarthLink

■ Challenge: How to reduce employee churn across multiple company locations

If your company is spread across the country, and if new hire churn seems to be spiraling out of control, you might consider whether or not your new hires have ever embraced—or been embraced by—the corporate culture.

EarthLink faced that very same situation: with offices across the nation, it wasn't always easy for new employees to feel connected to the broader EarthLink family. And, EarthLink knew, if new hires aren't feeling like part of the family, they're that much more likely to leave.

■ Solution: Hug new hires with special “welcome” gifts—before day one begins!

Since people are more likely to be enthused and excited about their jobs if they feel appreciated and valued, we customized a new hire kit that now surprises new employees at home a day or two before they begin their new jobs. The eye-catching kit includes:

- A warm welcome letter from EarthLink's CEO expressing the company's commitment to its employees
- Loads of branded goodies for the home and office—water bottle, mouse pad, baseball cap and drawstring backpack
- Custom packaging, also in EarthLink's corporate orange, to complete the kit's visual impact

■ Result: Employee churn down by 50%; new-hire promotional gift program expanded

Today, EarthLink's new hires show up for their jobs with that warm and fuzzy “I love being a part of this!” feeling, which is reflected in a turnover rate that's 50% lower than before the program began. In fact, the welcome-kit program was such a hit that the company now gives branded gifts during the interview process as well to encourage more candidates to say “yes” to begin with!



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