

## WorldFuel Reaches Out To Make New Hires Feel Welcome

### ■ Challenge: Find an item that will help orient the newest group employees

Making a strong first impression on new hires is key for a company that wants to attract and sustain only the best and brightest talent. Building goodwill and loyalty at stage one is important. Company impressions begin at the interview. However, once an enthusiastic new employee is hired and reports on day one, it's crucial to do put the best foot forward make a—sometimes nervous!—new face feel like a welcome addition.

WorldFuel Services, a leading provider of fuel and fuel management services to commercial and corporate aircraft, petroleum distributors and ships, at more than 2,500 locations around the world, needed to find a simple, yet effective item to help them rise to this challenge. WorldFuel, a longstanding ePromos client, wanted to make sure their new hires received a quality gift, so—with the promo know how people top-of-mind—they immediately contacted their ePromos expert, Stacey Lewis, who guided them on a wide range of promotional campaigns in the past.

### ■ Solution: A handy, dandy, travel mug saves the day

With Stacey's infinite sales wisdom and the ePromos design, customer service and strategic muscle behind her, the company was able to settle on a product that was both extremely useful and incredibly affordable—a stylish travel mug in the company's signature blue color and eye-catching corporate logo. The item was an ideal selection since the company desired an item that the new employees would frequently use. With World Fuel's imprinted logo staring back at them, the mugs would be bound to subconsciously affect mindset and encourage a positive outlook and breed loyalty toward their new employer.

### ■ Result: The new employees make the seamless transition into their new World Fuel family

With their mugs in tow, the new hires quickly set off into their new careers with World Fuel. The company reported its satisfaction with how the internal promotion turned out: employee feedback was highly positive—and valued ePromos client WorldFuel is motivated to continue the long-standing business relationship they've held with promotional partner ePromos and their invaluable rep, Stacey.



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