

GOintegro



Success Case | HP

#EmployeeBenefits



Finalist in the category:
**Best Employee
Benefits Program**

The company



HP Inc. creates technology that improves life for everyone, everywhere. Through its portfolio of printers, PCs, mobile devices, solutions and services, they design experiences that amaze.

Since 1939, HP has been a global leader in technology and corporate culture, inspiring innovators and entrepreneurs around the world.



The challenge

HP did not have any channels or platforms to adequately announce the perks available to its employees across Mexico, Costa Rica and Brazil. The company didn't organize events where employees could learn about the mix of perks available for them.

The Human Resources team realized some situations required a solution:

1 | **High demand from external partners:** They were contacted with the HR directly to offer agreements, discounts and benefits. This represented hours of work for HR team members, who had to answer emails, calls and even make visits to those suppliers, even though these tasks were not part of their responsibilities.

Limited offering of perks: employees did not have a wide range of perks and discount options, because the HR department was not able to keep up with the ongoing maintenance activities of current partners, nor with the search for new options that could satisfy the needs of all the employees. **2**

3 | **Lack of metrics:** the HR team did not know which were the most frequent perks, the most interesting categories and the number of employees who were using them. This limited the strategies with which the company could support the promotion of those benefits or the search for new ones.

4 | **Lack of employer branding:** there was no image or strategy that employees could recognize as part of a unified initiative, or that would give uniformity to the benefits program.

Lack of control over agreements: since there were no resources dedicated to this activity, agreements were not updated and it was easy to lose track of which ones were active and which ones were about to **expire in order to provide the adequate follow-up.**

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The Solution

HP has a consistent vision of creating technology that improves life for everyone, everywhere. This doesn't only include their commitment to its customers outside the company, also on the inside. To improve perks offered to its employees, being responsive to suppliers and saving the HR team time, they needed to find a technological solution that would satisfy all their needs.



Technological Solution: GOintegro

✓
Well-being
Experience

✓
Engagement
Experience

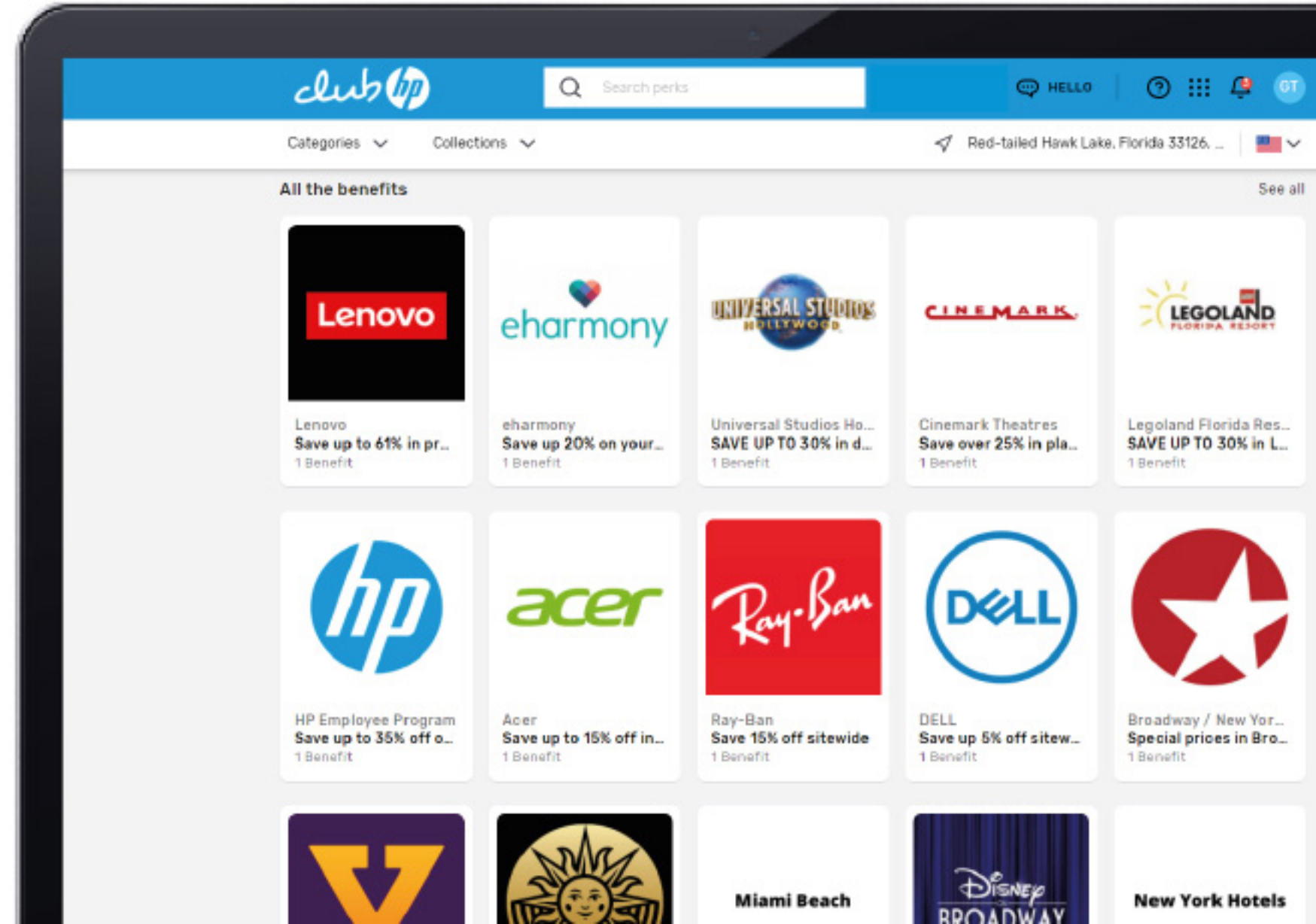
✓
Recognition
Experience

✓
Communications
Experience

That's why they decided to go with GOintegro's solution. After analyzing several proposals in the market, the company decided to implement the GOintegro's platform and mobile app, because they recognized the potential for long-term growth, the integration with HP's existing platforms and the possibility of constantly launching new programs.

Objectives:

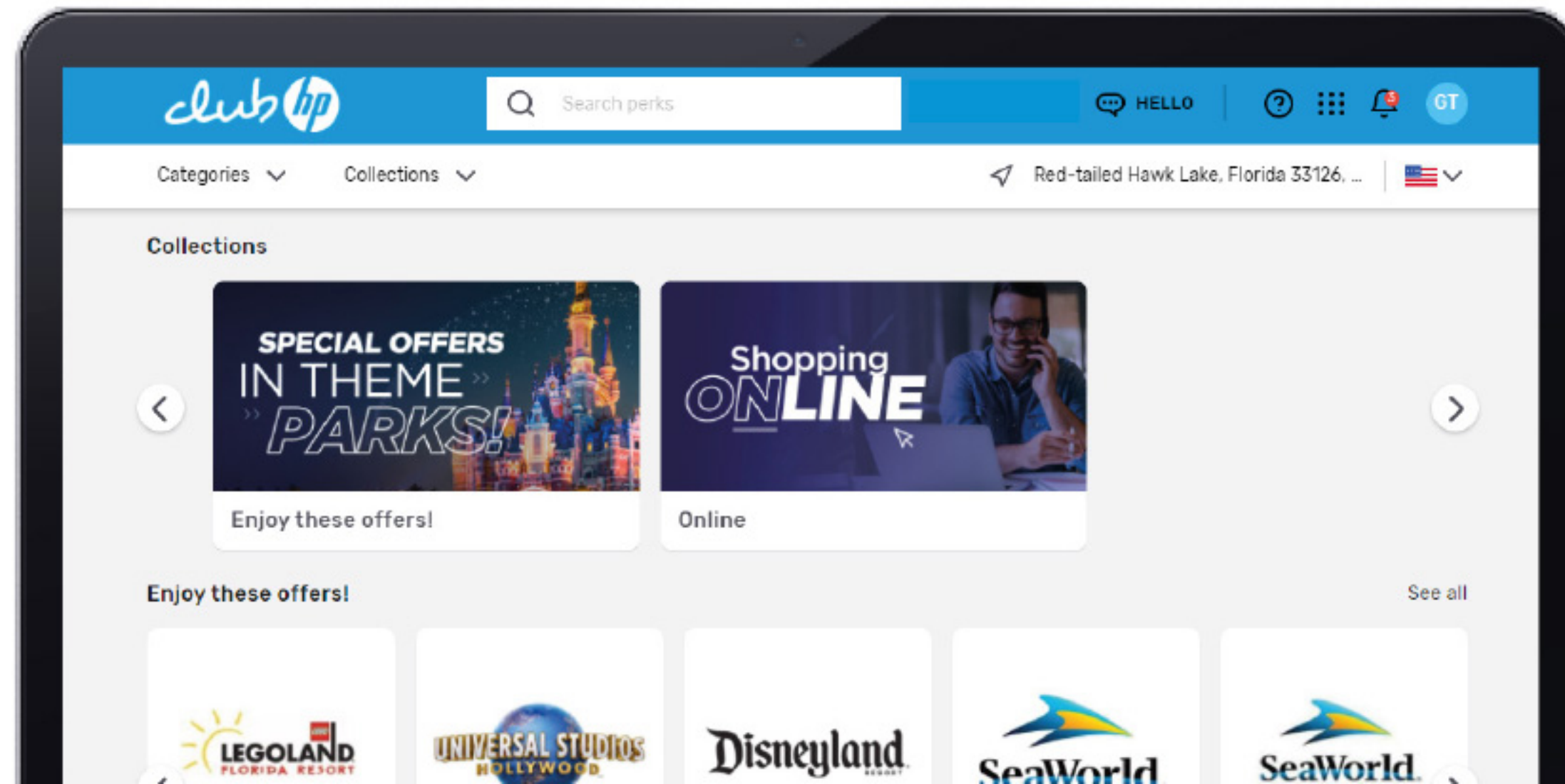
- Increase the offers for perks, doubling it in the first year.
- Increase the employees' registration on the platform by 30%.
- Use the platform's partners to create on-site fairs to add value for the employees.



In their first year, the platform made it possible to centralize access for all employees to a single platform that offered a wide range of perks in a quick and simple way.

The best part? The program allowed employees to become involved and participate, by beginning to suggest new agreements, which helped increase the number of perks available.

Likewise, during all this time, HP worked closely with GOintegro to define appropriate communication strategies, from mailings and banners on the platform, use of screens and internal communications, to the promotion of mobile platforms and discount fairs that now take place on a regular basis.



The Results

Results in three countries exceeded expectations:

1 | Increase offerings:
Currently, there are 1,339 agreements available on the platform. Only in 2019, 5,164 codes were generated, which shows an excellent participation of the employees in Mexico, Costa Rica and Brazil.

2 | Increase registered users:
In the first year, the goal had been to achieve a 30% increase in the number of registered users. However, at the moment of the implementation, a 37% registration of eligible users was achieved and, at the end of the implementation period, 73.71% were already participating. Now, in the third third year after the program's implementation, it has grown to 77.77% of registered users.

3 | Use the range of agreements available for events that increase the value of the provided benefits:
The HP team has been able to create a very close relationship with a base of companies included on the platform that are willing to visit their offices twice a year to present themselves and to remind employees of their permanent presence on the platform.

Why GOintegro?

We chose GOintegro because its model and service platform allowed us to significantly increase the offer of agreements, its management and, above all, the involvement of our employees in an easy and interactive way.



Isalid Peña

*NA & LATAM Countries
Benefits Lead.*

An Employee Experience platform, to strengthen the organization's culture and employee's well-being.

More than 450 companies, from 100 to 100,000 employees, use GOintegro every day to make employees' lives better.

ASK FOR DEMO

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